BLUEPRINT TO BEAST

A Comprehensive Guide to Building the Life of Your Dreams

Johnny Pain

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Acknowledgements

I would like to dedicate this book to my mother, who read to me from day one, and ensured I had a library card at two years old. Without her influence I may not have developed the lifelong love of the written word that has allowed me to learn and enrich my own life, as well as those whom I am able to influence and assist.

I would also like to thank my clients, past, present, and future. Without your interaction and feedback, my ability to affect change and help others would not have a fraction of its potential for evolution. You are all every bit as influential as any, more conventional, teacher or mentor in the world of practical psychology I have ever had the pleasure of learning from, directly or indirectly.

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Introduction

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This book represents a portion of the knowledge acquired over fifteen years of my journey in the study of human excellence. That is not to say that the first half of my life was not spent engaged in the same pursuit, simply that I was not formally enlightened as to the existence of many of the principles that I present in these pages. In order to allow you a better look at how this book became possible, I will provide you with a bit of background on my journey.

I was born in 1982 to the only couple that I believe were equipped to handle my upbringing. My father was a thirty-one year old Plumber, and my mother a twenty-eight year old housewife. The doctors had effectively scared the living hell out of both of my parents prior to my birth, first telling them that I would more than likely be stillborn, and later recanting their statement saying that the massive blood clot on my head meant that I would be mentally handicapped. They stuck with this prognosis after I was delivered, and my parents thought that they now had a handicapped child to raise and care for.

Though they would have loved me just the same, both chose not to believe what the doctors said. They remained resolute in their opinions that I would develop as a normal boy, and that I would not have any learning disabilities (I think at this point it might still be too early to determine how correct they were).

What occurred over the next eighteen months assuaged many of their underlying concerns. Despite the fact that I did not have any hair until I was over two years old (and would later begin losing it by nineteen; talk about a raw deal), I developed mentally at a faster-than-normal rate. I began walking and talking well before I was expected to, and have taken little time off with either since.

About the only abnormality that they observed during this time was a troublesome tolerance for pain. I suffered from frequent ear infections, a condition not terribly uncommon for children, yet would not cry to indicate the presence of any issue. My mother frequently recalls the nights that I would calmly tell her that my ear felt funny, and then tell her it was better two hours later once the pus was leaking down onto my shoulder from the drum being so infected that it would rupture. It got to the point where my pediatrician would simply call in a prescription for the pink, bubble gum, Amoxicillin without even asking my mother to bring me in, at my first mention of discomfort.

She also likes to joke about the time that I split my eyebrow open emulating my father by walking around in his work boots. Though I was not yet two years old, she says I fought with the emergency room staff, going so far as to free myself from the Velcro restraints that they put me in to stitch me up. This was all before calmly sitting on my mother's knee tearless and allowing them to stitch me directly over my eye.

I suppose it would be fair to say that I was a strange child.

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My mother took me to the library more days than not in the years before I began school. At the time it took more than three of my father's weekly paychecks to pay the mortgage on the house. He wanted to provide my older sister and I with a nice yard to play in, and nice schools to attend (this is what led to me not being considered as "real" as some of my cohorts later in life who grew up in a different zip code. This still goes on today, and I'm obviously still deeply troubled by it).

Our modest means as a family did not slow us down any. I feasted on inexpensive homemade meals, some of which are still my favorites (you can bet your ass I'll still be eating an occasional SPAM and Velveeta sandwich poolside once I'm on the Forbes list), and played outside, with my imagination, like an actual child. The library was always my favorite place to be though. Everything from the massive selection of books, to the single computer, to the ice-cold water fountain in the hallway, I could not get enough of that place.

I was reading and writing well before I entered Kindergarten. Despite my intelligence however, I was far from your typical "nerd". I was adept socially, and quick to stand up for what I felt was right. I somewhat famously beat up on the class bully for stealing Transformers action figures from the new kid with the speech impediment's schoolbag (ironically I befriended the bully later in life, and despised the speech impediment kid; funny how life works out).

That year I became the youngest child in school district history (a title that I still hold) to be tested for, and accepted into the district's gifted kid program. I would remain a part of this program throughout the rest of my school career. I give a lot of credit to the teachers involved in that organization, as they encouraged me to pursue studies in whatever it was that I was interested in at the moment. This allowed me to study everything from dinosaurs, to Renaissance art, to foreign languages, human anatomy, and governments in ancient civilizations. I vividly remember constructing a detailed model of the human heart from clay in the second grade during my LEP (Learning Enrichment Program) period, before returning to my normal classroom and completing a test on basic subtraction.

The following year I was pushed to take up a musical instrument. I loved music, and was disappointed that electric guitar was not one of my options. I was a die-hard fan of the metal band Motley Crue, had been ever since I first saw the video for the song "Girls, Girls, Girls" at five. If you're unfamiliar with the video, it featured the band members riding motorcycles and hanging out in various strip clubs. I told my parents, and anyone that listened that year that when I grew up I wanted to "ride motorcycles and be around girls with no clothes" (another one of my historically accurate statements of intent).

With my hopes of learning to shred like Mick Mars put on hold, I opted to play the saxophone instead. Within a year I was spending my own money to buy sheet music for all kinds of crazy songs that I wanted to play. My music teacher retired two years later, and teared up at the awards ceremony that year, saying that in his thirty years of teaching he had not been fortunate enough to work with a talent like mine until that point. I remember him stating to the audience while

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presenting me with my ribbon that I was the next “Boots Randolph”. I believe he passed a few years ago. I certainly hope he did so unaware of the fact that I ditched the sax the following year when I was told that in order to continue with lessons through the school I had to join the marching band (no offense band geeks, but I wasn’t having that).

My insatiable hunger for knowledge continued throughout my later years in school. In sixth grade I received an award for earning a one hundred percent grade in each subject for each of four marking periods. The following year I barely passed, eeking by with C’s and D’s. That was the year I decided that school was no longer “cool”, and preferred making Beavis and Butthead references and riding BMX bikes with my best friend.

Hormonally I changed considerably that year as well. I had stopped playing organized sports, and began to put on a few pounds of flub for the first time in my life. I went from the kid who had to wear suspenders to hold his pants up on the tee ball field, to the chubby kid with man boobs who had to dish out the occasional reminder that I was under no circumstances to be made fun of.

My activity level continued to decrease over the next three years. I became more interested in devouring books on martial arts, and learning about guns, than actually moving around. By tenth grade I was pretty gross to look at.

At this point I was working at a local hardware store. I would walk there after school, and would put in hours on the weekends. Most of my money went to books, and the wonderfully unhealthy foods indigenous to the Philadelphia area.

The following year my life took a rather unexpected, dramatic turn. The store that I worked at was bought out by a man and a woman, and I was introduced to their daughter who would be working there as a cashier. To say that I was smitten was an understatement. Don’t ask me why, but I thought this girl was nothing short of amazing. I was determined to make her my girlfriend, and discerned that I was in no position to make that happen given my almost Michelin Man-like appearance.

I immediately changed everything about the way that I ate, and began working out feverishly to drop the fat. I was clueless as to how to go about this, but I wasn’t going to let a thing like a lack of knowledge hold me back. I did calisthenics like push ups and sit ups at every possible opportunity, began lifting weights with the plastic sand weight set in my room, and walked everywhere… literally all the time.

I would spend my entire four-hour shift at work walking quickly up and down the aisles in the back of the store, non-stop. I would lift the bags of play sand for countless repetitions until I couldn’t move my arms. This was of course on the days that I did not work with this girl, I spent those shifts doing my best to converse with her and make her laugh.

I started spending my money on nicer clothes, updating my wardrobe of black metal band t-shirts, and taking much more care in my appearance. My obsessive

physical training got to the point to where I would lay in bed and literally shake my arms and legs until I fell asleep because I figured that I was still burning calories that way.

In my off time, I did what I did best, read. I read everything I could find on working out and diet, and stumbled across books on NeuroLinguistic Programming (NLP) that dealt with building rapport, speaking to women, and becoming more likeable and influential. The scientific nature of the ideas presented fascinated me, and I would spend hours sitting on the floor in the bookstore, reading everything I could get my hands on.

I read about principles like “outcome based thinking”, one of NLP’s four “pillars”. This affirmed my approach to reaching my goal; a burning focus on the objective. I was obsessed with the idea of “behavioral flexibility”, another “pillar”, and felt that I had been unknowingly demonstrating exactly that in my pursuit as I continually varied my approach to both building rapport, and transforming my body.

Within weeks I had read literally dozens of books on bodybuilding and NLP. I was driving across the state to borrow books from other libraries on the “interlibrary loan” program. I devoured anything I could get my hands on.

I transformed my body dramatically within a period of two months. I had completely altered my approach after reading more about diet and training, and was now making great progress in the gym that I had joined. I began being asked by friends and classmates to write workout programs, and was happy to do so.

In the end, I did not get the girl, but I did learn several valuable lessons. I was able to shed almost eighty-five pounds in just over two months. Though my methods were far from those that I now recommend to clients, the fact is that I had an outcome in mind, and pushed forward with blinding focus towards its completion every day.

My people skills improved dramatically. I had really “come out of my shell”, and became known for my sense of humor, and outgoing nature. I was now “in demand” by seemingly all of the girls except for the one that I had my eye on. The last part taught me a valuable lesson about the dynamics of interpersonal relationships. I had to accept that despite the focus that I had on my outcome, I could not control another person’s representation of the experience. This is why I teach that you cannot create a well-formed outcome that is dependent on another person’s opinion or thoughts, only one that accomplishes a specific objective for yourself.

My NLP studies evolved and continued over the next several years. I enlisted in the Army at seventeen years old, and again created a series of outcomes that I worked towards with tremendous focus. I again was taught a lesson about the chaos factor inherent when an outcome is dependent on others. In a bizarre and unfortunate series of events, I was bumped from a path that I was hell-bent on

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taking that would lead to my “dream job” in the military context. My eventual placement after the incident worked out well however.

My leadership skills were recognized, and I moved up in rank fast. I was a combat team leader at nineteen while at war in Afghanistan. Many of those on my team were several years older than I was, but would not have wanted anyone else in the leadership role. I learned a tremendous amount at war, and came home with many decorations.

At twenty, my initial contract was up. Having burned a bridge at my old posting, I had few options for reenlistment that did not involve waiting four years to be of the age of eligibility for selection into the unit that I had joined the Army to make it to. I opted to get out of the military, and decide whether or not to return once I was of age to qualify for selection.

Upon arriving home, I was determined to make a name for myself in real estate investing. My father and I were going to team up on some investments, with him serving as the primary “money man”. We pursued several deals, each of which fell through due to further experience with the “other humans” chaos factor. I settled into working with him in the plumbing and heating business for a few years.

While I enjoyed working alongside my dad very much, I knew that the work was not for me. I was very good at it, and prided myself in taking on challenges that I was new to, but just could not see myself staying in the profession for long.

Within a few years of returning home from the Army, I had built my now famous back yard gym, and began training people outside in the elements, year round.

My training business evolved over the next several years, and took me from a paycheck-to-paycheck plumber, to a young guy, in his mid twenties, making close to a quarter of a million dollars per year.[1] All with no formal “education” in the field, just a growing reputation for producing results, and solving problems for people.

My business expanded to include seminars on the road and consultations and coaching over the phone with a growing list of clients around the globe.

My work with these clients evolved into a more whole-life approach, born out of my addressing of the differences that I had observed between those that really got what they wanted from their efforts, and those that struggled year after year, with little in the form of results. Soon I was getting heaps of referrals, often for things like defeating anxiety, or overcoming limiting beliefs about relationships.

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[1] For much more detail on this phase of my professional development, see my book “Success in Personal Training”.

To pinpoint when my services transitioned primarily to that of a “life coach” would be difficult. It was such a natural, and gradual process that it just kind of happened.

Over the last three years, I’ve invested most of my days working in this field. I’ve been fortunate enough to work with clients from dozens of countries, from an incredibly diverse set of backgrounds. I’ve been able to assist countless individuals produce results that they previously thought impossible in a very short period of time.

All of this has been undertaken while experiencing my own ebb and flow, rollercoaster-like entrepreneurial endeavors, and continuing to expand my knowledge and abilities.

Every dollar I have made for the last near decade has been pulled from the stratosphere. I have not had a “real job” in almost that long. My income has been entirely dependent on the value that I have been able to provide to others through my products and services, and I wouldn’t have it any other way.

This book is a representation of much of what I have learned about the observable, common threads that exist in the outlook, abilities, and methodologies of those who have succeeded where others have not. It features many actual client experiences to provide examples of these ideas in application.

In these pages you will learn how to take charge of your own emotional state, as well as how to create a holistic plan of attack on your ultimate desired outcomes in life.

My intention for writing this book has been for you to learn the tools and knowledge necessary to dramatically enhance your own quality of life, and thrive each and every day that you have on this earth.

This has been, and will continue to be, an amazing journey for me. This product represents an important milestone in that process, and I sincerely thank you for being a part of it.

Best of luck to you for an epic existence.

PART ONE
STATE

The idea of state will be a central theme in this book. Understanding state, as well as how to master your emotions by eliciting positive, resourceful, and empowering states, will have a dramatic effect on the quality of your life and experiences.

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Chapter One
What is State?

In this chapter you will learn precisely what I'm referring to when I talk about your "state". You will learn the effects that your state has on your behavior, your performance, and the outcomes that you produce.

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What is State?

Your state is the combination of your emotional and physical experience in any given moment.

It is perhaps easiest to think about state as your “mood”, though the idea of state is a bit more complex than that linguistic tag implies.

States can be positive or negative, you can feel especially good, or you can feel like a pile of crap. We can all identify moments, and perhaps eras in our lives where we found ourselves predominantly in one class of state.

I prefer to represent states as either resourceful, or unresourceful.

In a resourceful state, you are more easily able to access your unconscious mind’s infinite wisdom and power, and more effectively navigate your experience.

In an unresourceful state, the opposite is true. I’m sure you can relate to the idea of feeling as if you can’t “get anything right” when you are feeling down and out. You might recall a time where you find it extremely difficult to become motivated to do certain things, perhaps even things that you would jump at the chance to do under different circumstances.

Everything from your energy level, to your effectiveness in communicating with others is influenced directly by the state that you are in at a given moment in time.

As you will learn, the most important lesson in emotional mastery is learning to manipulate your own state. By developing this skill, and applying it with regularity, you will take absolute control of your emotional state, and will dramatically alter the course of your life for the better.

The rest of this chapter will elaborate on how a state is created, and how your state affects your behavior and outcomes. Chapter two will dive head first into the resources that you already possess that are available to you in any moment that allow you to truly become the master of your emotions.

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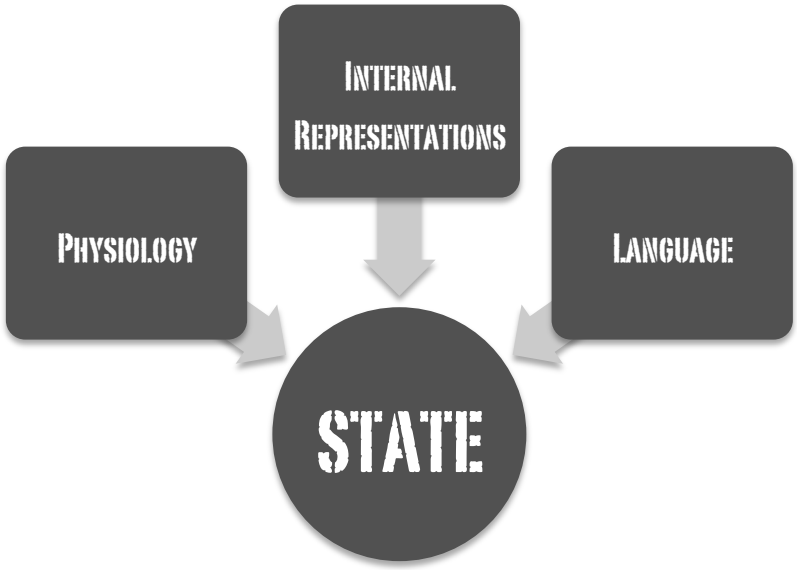
The Three Components of State



Your state is made up of three components. Each component is also a byproduct of your state. As you will learn in the next chapter, it is impossible to change any one of the components of state without changing each of the others.

The three components of state are:

Physiology: What your body is doing; your heart rate, your breathing, your posture, etc.

Internal Representations: What thoughts are you creating in your mind, how are you representing them, what are the submodalities associated, where is your focus, etc.

Language: How are you communicating to others? What is your internal dialog?

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Your State and the Outcomes that You Produce

Your state is responsible for the actions that you take, as well as how you communicate with others. These ideas are summed up as your “behavior” or output. Your behavior is in turn responsible for the outcomes that you produce.

Think about it like this, do you consider yourself to be more resourceful or less resourceful, when attempting to solve a problem, if you are in an excited or energetic state, or if you are aggravated, sad, or overly tired?

You are chronically more effective as a human when you are in a resourceful state. Negative states only breed more negativity, and poor results.

Understanding that you create your state from the ground up based on your elected physiology, representations, and language, is the first step to mastering your emotions and taking control of your life.

The above diagram illustrates the flow from state, to behavior, to result.

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Once you understand that your behavior is responsible for the results that you produce, you can understand that it is your state that is therefore responsible for said results by way of one simple "middleman".

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Your State and Your Quality of Life

"The past is gone, and the future does not exist"

The above quote is a statement of truth that all too many people live their lives in ignorance of.

The events of the past, whether positive or negative, are over. No matter how much you may want to, you will never be able to live those moments again.

Likewise the future does not exist…

Let me explain.

The only time that is ever an actual reality is now. Right now, as in as you're reading this line. This is the only moment that you ever experience. You live your life as a continual sequence of "nows".

The future does not exist because it never actually comes. Moments in the future will be "nows" at that point in time. If you think of a specific date ten years from now, that moment will not exist until you are in it.

Understanding this truth represents a liberating form of enlightenment that will absolutely enhance your quality of life when you make the decision to create for yourself a wonderful string of nows, from this moment until the moment that you take your last breath.

In the next chapter you will learn how to manipulate your state, how to "pull your own strings" if you will. Once you understand, and begin to apply these ideas, you will be capable of producing whatever state you desire to best experience that moment of your life.

If you consider that life is a collection of "nows", and that you possess the power to make each of your nows magnificent, you will then see how compelling the life is that is ahead of you.

Create an amazing state now; repeat until death.

That is the recipe for an amazing life.

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Chapter Two
Changing Your State

In this chapter you will witness a client of mine, Frank, being guided through the process of changing a state that he was accustomed to assuming when faced with a specific, common professional challenge. You'll see Frank use changes in his physiology, internal representations, and language to break out of a negative state and elicit a state that empowers him to achieve great things.

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The desire to change one's state is at the root of many common human behaviors. The use of drugs (elicit and prescription), alcohol, and cigarettes represent a few of the more drastic, and often destructive, measures that some employ when seeking to alter their state.

Elicit drugs like cocaine give one a sense of euphoria and seemingly limitless energy while they are actively working on the individual's biochemistry. This is a highly sought after sensation, which explains why the drug itself is in such demand. It's interesting to note that Americans make up roughly five percent of the global population, yet consume about eighty percent of the cocaine produced each year.

Many use alcohol to change their state. For some it "relaxes" them, impairing their conscious mind to a level that allows them to "zone out" and separate from some of the stress of a long day. Most who smoke marijuana do so to experience a similar "high" where they are able to dissociate from much of what is real in their world.

Prescription drug use, both legally and illegally, is at an all-time high as well in today's society. People consume tons of Xanax, Prozac, Ambien, Adderall, and other chemicals each year in an attempt to achieve a desired state. The modern world of psychopharmacology's approach of writing out scripts like birthday cards is largely responsible for this growing trend. Call me old fashioned, but I believe that the purpose of therapy is personal growth, and fixing problems, not attempting to mask one's emotional intelligence issues by creating a new, equally destructive addiction.

Ever spend any time around someone abusing Percocet or Oxycontin? There's a state we can all aspire to live out our days in, right? What begins as a desire to change state evolves into a horribly destructive addiction that often consumes the individual and utterly destroys their quality of life if not worse.

Cigarettes kill people daily; this is not news. No one in this day and age can honestly claim ignorance to the damaging effects of cigarette smoking, yet there is no end in sight to the widespread use and distribution of cigarettes. Smoking is one of the more interesting external methods of manipulating state, from my perspective, since there is no "high" associated with the activity. Nicotine itself is a stimulant, so what is about smoking that leads people to arrive at the most common answer given when asked why they do it, which is "to relax"? Consider that, in order to smoke a cigarette, one must alter their breathing, taking long, deep breaths into their diaphragm. Often times in my work with people on smoking cessation, after we correctly associate pain with the idea of smoking, and create an alternative, desired activity to replace it with, I am able to demonstrate that they can obtain the same "relaxing" that smoking gives them feeling by simply breathing as they would if they were smoking (changing physiology).

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Humans have developed and evolved external methods of manipulating their state since the dawn of time. To me, the epitome of freedom is possession of the emotional intelligence necessary to master your state, and manipulate it at will using only the immense, internal resources which you already possess.

Since you now understand that your behavior is a result of the state that you are in at any given moment, and that you are entirely in control of your state at all times, the next few chapters will demonstrate methods that you can use today to change your state in an instant.

You can change your state by changing any of the three, inseparable components of state:

- Your physiology
- Your internal representations or focus
- Your language

It is impossible to change any one of the above three without affecting the others and, consequently your state. This affords you three angles of attack for changing a negative state any time you should discover that you are experiencing one. Before I detail approaches for using each component to change your state, I will share a some recent interaction with a client where I instructed him on how to employ all three methods in conjunction with each other to completely demolish a state of frustration over the actions of others in his professional environment.

"Frustrated Frank"

Frank is a personal coaching client of mine who recently began a new job at a major tech company. There were many things about his life several months ago, which he sought to change, but believed, would "fall into place" once he began work for this new, progressive firm (an example of an "if X, then Y pattern which we will discuss later).

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Frank's new job came with a significant reduction in commuting time, more income, and an opportunity to work at the cutting edge of his industry. He believed that this change in environment and being around others from whom he could learn would stimulate him much more than his former position. Looking to eventually go out on his own, he thirsted for knowledge of the inner-workings of such a company, as well as the evolving technology to which he would be exposed. He believed that his new job would represent a tremendous opportunity for him in terms of professional development.

Though Frank's new employers valued his contributions to the business, and he turned in top-notch work, he found himself feeling as if he was standing still in terms of his own development after a few short months. I questioned Frank as to what it was about his new role that was so different from what he had imagined.

Frank explained to me that he found himself reacting constantly, burning up the newly created "free time" that he now possessed as a result of eliminating much of his commute fixing work that was sent to him for review by others seeking to bring their products to life. As a result he felt agitated constantly while working, and realized that he had done little to push towards his own aspirations.

He explained that he takes his profession very seriously, and felt as if others, whose work he was tasked with reviewing and correcting prior to implementation, did not hold themselves to the same standards. He felt that they were lazy, and rushed to push something through that he would never submit for review. He stated that every time he found himself gaining a bit of momentum in his work, or feeling good about what he was doing, he would receive a project to look over that would "piss him off" and "ruin" his day and his productivity. He would spend the rest of his day angrily playing clean up for these seemingly inept individuals. He asked how he could change this so that these events would not bring him down in the way that they had been.

I explained to Frank that when he would receive such a task, he would represent the situation in a manner that caused him to assume a negative state. I was met with a small amount of resistance from Frank, who insisted that the "morons" who were turning in this work were the ones responsible for bringing him down. Reminding him of what he had learned about state, I reinforced the idea that it was his choice to allow those events to affect him in that manner. If he learned to change his state, and develop a new strategy for handling such an event, he would be freed from the destructive effects brought on by those situations.

Frank agreed that receiving work of this nature was an unavoidable component of his job. It was literally the bulk of his responsibility, and he was tasked with these reviews because of his high level of proficiency at this task. He knew that these events would continue to happen, and came around quickly to the idea that it was he who would need to change, not the others who were submitting the work, if he was to enjoy his day to day work and become much more productive towards his own objectives.

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I asked him to describe to me precisely what he felt when he received such a task. He replied with a long-winded explanation of the negative effects on his mood and productivity, which I insisted that he sum up for me in one word, one emotion.

"Frustrated" he said.

I reminded Frank of the three components of state, and his three options for changing state, and began asking a further series of questions.

"If you really wanted to feel frustrated right now, what would you have to do with your body?"

Frank explained that he would probably tense up his muscles, rub his face, and begin forcefully exhaling. I asked him what he was basing this on to which he replied,

"That's just what I do when I get frustrated".

I then asked him what he would imagine to be the polar opposite of frustration in terms of emotion. He answered with,

"Relaxation I guess, you know, nice and calm".

I then asked him what he would have to do with his body if he really wanted to feel relaxed and calm. He began to laugh as he could see where this was headed, and answered with,

"Well, I would 'loosen up' I suppose, and my breathing would slow down".

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I followed up by again asking him what he was basing this analysis of relaxed physiology on, to which he once again responded,

"That's just how I am when I'm relaxed".

I then asked him what thoughts entered his mind upon receipt of such a low-quality submission. He again detailed his frustration and disappointment with the seeming lack of standards to which these people held themselves. I asked him what he would have to think about if he wanted to feel "good" about a project like this crossing his desk.

"I don't know, you know?" he replied.

I told him that it was ok that he did not know the answer, but then continued by asking him,

"If you did know the answer, what do you suppose it would be?"[2]

Frank paused for a second before responding with,

"I suppose I would have to think about the fact that I was the quality control element here, and that I was put in my position to ensure that products were only released to the public when they were absolutely perfect. I'd think about the fact that the developer submitting the work to me might not be as proficient as I am, and that my proficiency is what results in the user having more and better options when the final product is released".

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[2] This is an example of me turning Frank's attention inward to extract the answer that he has in his unconscious. You'll notice that I essentially asked the same question twice, yet on the second time he is able to give me a clear answer. This is a technique made famous by one of my heroes, Hypnotist, Milton Erickson.

BOOM! Score one for Frank!

Frank had done a remarkable job of identifying the positive opposite representation of the situation. He possessed the ability to represent these events in the above manner, but was simply running the wrong “program” when faced with such an experience.

Frank was ready now to learn his new strategy for handling these situations. He had identified the internal resources that he already possessed to behave in the manner that he desired when faced with a task of this nature, and to manipulate his state in a manner that allowed him to no longer be “brought down” when these events occurred.

I told Frank that from now on when one of these projects was tasked to him he was to immediately analyze the emotion that he experienced in response. If he found himself saying,

“I’m Frustrated”

Frank was to immediately apply a double dissociation linguistic technique (to be further explained shortly) and arrive at the conclusion that a more accurate statement about his current state would be,

“I’m choosing to feel frustrated”.

Upon stating this, and hence recognizing his control over his state, he was to then identify the state which he would rather be experiencing, and which would result in him handling the situation in the manner that he desired as “calm and relaxed”.

He would then recall what he had relayed to me as to how he would have to change his physiology if he really wanted to feel calm and relaxed, and make the appropriate changes (“loosen up”, slow his breathing).

Once he had altered his physiology, he would then place his focus on the positive opposite representation of the situation which he had explained to me, choosing to focus on his role as a “gate keeper”, whose proficiency at his job led him to be tasked with making sure only the best products made it to the end user.

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If Frank completed these steps when faced with a task that would have previously caused him to choose to assume a state of frustration, he would instead elicit a state of calmness and relaxation, and be able to handle the task before him in his best form.

Frank was understandably excited to give this process a shot at work after we spoke. I explained to him, using his learning of a foreign language as an adult as a metaphor, that he would at first have to consciously think about this process and put himself through the steps, similar to his earliest attempts to understand or speak his new language. Once he had "ran this program" through several repetitions however, he would automatically operate this way each time he was presented with such a stimulus, similar to how he now converses fluently in his second language.

Liberated from the "blame game" he was participating in, assigning those whose work he reviewed responsibility for his negative states, Frank is able to behave in a manner that is much more in line with how he wants to operate in his professional environment. He is now able to accomplish these tasks in a fraction of the time that he used to put in since he is operating as ***"calm, relaxed, and vitally important Frank"*** instead of ***"Frustrated Frank".*** Armed with both the momentum created by turning in more quality work, and the resultant time that he has freed up, Frank is excited and able to dedicate more of his time at work to higher learning and further professional development.

Give Frank a hand ladies and gentleman. I mean, if I were "qualified" I might have written him a prescription for Xanax to calm him down in those moments of stress, but I guess he'll have to make do with his newfound emotional skills instead.

Now that you've seen how Frank was able to alter his state quickly and easily by creating change in each of the three components, let's discuss several of the tools that are available to you any time you wish you break an undesirable state and assume one in which you feel much better, and are capable of behaving much more effectively.

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Chapter Three

Changing Your State by Changing Your Physiology

In this chapter you will learn of the remarkable power that you possess in changing your state by manipulating your physiology.

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Changing your physiology is the easiest, and most powerful method for the beginner to apply when changing their state. In Frank's case, after he had identified both the undesirable state that he was accustomed to experiencing (frustration), and the desired alternative state (calm and relaxed), I asked him to identify what he would have to do with his body if he wanted to elicit either state. You noticed that he was easily able to determine the correct answer to both questions. This is due to the fact that Frank had decades of experience with both emotions and their linked physiological patterns.

Frank intuitively knew that he would tense up and breathe heavy when frustrated. How did he know this? Because that's precisely what he had done every time in his life when he was experiencing frustration. Likewise, he had in depth knowledge of how his body operated when he was calm and relaxed. While it may seem overly simplistic to think that you can manipulate your state just by changing how you are sitting, standing, breathing, or adjusting the level of tension in your body, I can assure you that it really is that simple.

Your mind and body function together as inseparable pieces of the same whole, remember that?

If you move in a manner that you have loads of experience linking to a specific state, you cannot help but begin to experience that state.

If you're feeling "depressed" and find yourself slumping your shoulders, looking at the floor, and breathing shallow, try standing up straight, holding your head high, and breathing deep into your lungs. Better yet, get out and go for a walk or run, see if you don't begin to feel radically different in short order.

Exercise: Identifying a Positive Opposite to an Undesired State

Here's something that I want you to do right now, before you read on.

Think of every negative emotion that you experience in the course of a week.

Write them down.

Now determine what the positive opposite of each negative emotion is. For example, in Frank's case the positive opposite of frustration was calmness and relaxation.

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What would be the positive opposites for the following negative states?

- Depressed
- Tired
- Bored
- Angry
- Lazy
- Sad
- Agitated
- Anxious
- Worried
- Scared

Once you've determined what the positive opposites are for each of the above, consider what you would have to do with your body if you really wanted to experience each of those states in this moment. Then take it a step further, and repeat the process for the positive opposite emotion that you identified for each. What would you have to do with your body if you really wanted to experience *those* states?

Pattern Interruption

When faced with an especially challenging experience, or one where you find yourself deep in an undesirable state before you really become aware, making a dramatic change in your physiology is the simplest way to employ what we call a "pattern interrupt". While a simple physiological shift might completely do the trick for a more mild undesirable state like boredom, or tiredness, a more significant event may require you to take further action and consciously work on how you are representing the situation. In such cases, the shift in physiology serves to first "break the pattern" that you're currently demonstrating, and allow you access to a state that is much more conducive to accomplishing a more lasting transition into a state of resourcefulness and power.

Pattern interruptions are a common theme in effective communication with others. This applies to the context in which I am addressing them here as well; except the communication is between your conscious and your unconscious, not between you and another party.

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For instance, let's say Mark has a five-year-old daughter who has a tendency to wake up from a dream at night, disoriented and frightened. The little girl makes this known by crying hysterically and sitting up in her bed.

Mark's wife Linda typically responds to this by rushing into the girl's room, and beginning to ask her repeatedly,

"Why are you crying?"

Linda will reach out to comfort their daughter, who continues to cry progressively louder and more intense, offering no explanation (largely due to the delirious, semi-conscious state that she is in).

Linda, still excited and speaking in a high, rapid tone, demonstrating her own lack of emotional control, might continue her efforts to resolve the ordeal by saying,

"Don't cry baby, it's ok"[3]

The little girl continues to cry for several more minutes, making a few attempts to speak that are swallowed up by her hyperventilation. Linda continues to inquire as to the cause of her excitement, and continues to tell her to stop crying and calm down.

Eventually, due to exhaustion, and her tired conscious "forgetting" what it was that upset her, the little girl falls back to sleep, and Linda returns to bed, upset and confused as to the cause of the incident.

The following night, Linda is dead tired from a long day on her feet. Mark is sitting up in bed making some last minute preparations for a meeting in the morning. Their daughter begins to cry out again. This time Mark gets up and heads in to comfort the little girl.

Linda wakes up a few moments later, disoriented from exhaustion and rushes to the hallway to tend to the ordeal. Mark sees her following, and motions to her in a manner that communicates, "I've got this".

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[3] Here, Linda is violating one of the principle "rules" of effective communication by phrasing the outcome that she wants in the negative. While Linda means, "DON'T cry", the embedded command to the girl's unconscious is "don't **CRY**".

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As Mark enters the little girl's room, she is sitting up on her bed, crying and rubbing her eyes. Linda watches from the doorway as Mark calmly approaches her bedside and squats down to her level.

In a calm voice, Mark says to his daughter,

"Talk to me"

She replies,

"I can't, I can't stop cry-ing"

Mark continues to remain calm and says,

"You just did silly"

As he says this, he reaches out and "bops" his daughter on the nose. Her face shifts into a bit of a confused expression.

"I had a bad dream," she says.

"*Yeah, I used to have bad dreams sometimes too*" Mark replies calmly*, "It means you're cool like me".*

The little girl manages a half smile on her teary-eyed face.

"You know before I came in here I was having a bit of a bad dream too," Mark says.

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“You were Daddy?”

“Yeah, you were in my room putting those stinky feet all over me, it was horrible”.

As Mark says this, he begins to tickle his daughter, causing her to laugh loudly. He then pulls her blanket up to her shoulders and says,

“Lie down and go back to sleep, I’ll see you in the morning”.

Linda watches from the doorway as Mark tucks her in. Their daughter is once again sound asleep by the time Mark makes it out of the room. Linda looks at Mark in the hallway and says,

“I don’t know how you do it, it must be a ‘Daddy’ thing, she would have cried for ten more minutes with me”.

What did we observe?

Did Mark use some sort of magic here, or was he simply demonstrating much more effective communication?

If you guessed the latter choice, you are correct.

Mark did a few things differently than Linda would have:

- He spoke to the girl calmly and told her what he wanted her to do (speak) instead of what he wanted her *not* to do (stop crying)

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- He didn't ask her why she was crying, knowing that she was probably not even consciously aware
- He offered a generalized representation of why the girl had bad dreams (she was "cool" like him), an easy "belief" for the girl to adopt in the moment
- He **broke her pattern** by making her laugh (changing her state) before again telling her what he wanted her to do (lie down and go back to sleep)

These differences in Mark's approach produced a radically different outcome than what Linda was used to experiencing. This demonstrates the effectiveness of pattern interruption in communicating with others.

Consider that by radically altering your physiology when you find yourself in a state that parallels that of the little girl's confused and frightened state, you are creating the same type of interruption that serves as a bridge to a desired, more resourceful state.

Understanding the effects of your physiology on your state is of immense importance. Once you become aware of how to identify the positive opposite of the state that you're experiencing, and how to assume the physiology that you associate with that more desirable state, you will be significantly closer to mastering your control over your emotions.

Develop your ability to "snap yourself out of" a negative state by changing what you are doing with your body.

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Chapter Four

Changing Your State by Changing Your Internal Representations

In this chapter you will learn how to change your state by manipulating your internal representation of an event or experience, past, present, or future.

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Your internal representations make up the second of the three components of your state. This can also be accurately described as where you are choosing to place your focus in a given situation. Changing your state by changing your representations is often the most challenging method for the “newcomer” to these ideas to apply; yet it is the method that is most heavily touted by “self-help gurus” around the world. Such people emphasize the importance of “staying positive”, keeping a “positive mental attitude”, or “looking at the bright side” at all times. Likewise these people hammer home the importance of positive affirmations, like the ones that you probably see your unsuccessful and depressed “friends” regularly post in the form of interesting inspirational “memes” on your favorite social networks. If you’re like most, you might find this pill to be difficult to swallow when nothing seems to be going your way in a given context.

If you agree with what I just said, consider that these “gurus” make no mention of the other components of state.

Imagine for instance that you are face down on the couch, depressed, lonely, and miserable. You recently discovered that your significant other was cheating on you, which led to a painful breakup, you recently lost your job, and your phone is being bombarded by calls from debt collectors.

How easy do you imagine it would be to “think positive” in that situation?

Now, am I saying that dwelling on the events of the recent past, and your current situation is the thing to do?

Should you continue to lie there, allowing the small puddle of drool collecting on your pillow to turn into a lake?

Of course that is not the correct answer.

Representing events of that nature can be a challenge to even the most emotionally intelligent individuals out there. What is important however, is that you recognize the control that you have over your state in a situation such as that, and therefore the ability that you possess to call upon your infinite internal resources to change the situation for the better. This is something that will not be accomplished if you elect to continue your current course of action.

So how do you change your representations of a negative situation you ask?

Well, typically I would recommend changing your physiology first since it is the simplest to change, and the one with which you have the most experience. Once you’ve “broken state” by forcing yourself to change what your body is doing to a pattern of movement that is more conducive to allowing a positive state change, consider the process that you used to identify the positive opposite for each of the negative states that you listed in the piece on physiology. Draw on your internal resources by asking yourself what the positive opposite of the representation that you are applying to this situation would be.

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In Frank's case, his positive opposite representation of receiving a project to "clean up" was identifying his proficiency in his given job, and the resultant value that was delivered to the end users of the products that he helped to improve and make ready for release.

In the above example of the individual who was down and out over having been cheated on, the positive opposite might be recognizing that his/her significant other was not the right one for him or her, and that by eliminating that person from his or her life, he or she had made room for someone truly extraordinary to come into the picture.

That representation almost warrants a "thank you" to the other person for making this clear, and providing that opportunity.

The guy receiving calls from debt collectors might choose to represent the situation as an opportunity from which to learn and adopt better financial habits. He might see it as a challenge to produce and manage more income so as to overcome the obstacles that his previous financial behavior had created for him.

The woman who loses her job unexpectedly might opt to represent the experience as an opportunity to "start fresh" and pursue a more rewarding profession or place of employment, one where she was more able to demonstrate her abilities, including the experience that she'd gained working for her now former employer.

Obviously these are just a few examples of possible changes in representation. The challenge to you is to determine the representational or focus shift that you need to make in a given situation in order to grant yourself access to a more resourceful and powerful state.

Remember that this is much easier to do if you change your physiology first.

Imagine a man slumped down in his seat, looking at the floor saying,

"I feel amazing"

over and over, or maybe repeating a phrase from a friend's Instagram post that shows a man at the top of a mountain and reads,

"If you can dream it, you can do it".

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Can you envision that man being transformed into a fire breathing, driven, wildly ambitious personification of resourcefulness by doing those things?

Probably not.

Now imagine the same man sitting up in his chair, inhaling and exhaling deeply, nodding his head to the music that he just put on his stereo. He then gets up and begins to make fists with both hands and pace back and forth before opting to head outside and go for a run around the neighborhood. As he breathes the cool air deeply into his lungs, and feels the burn in his out-of-shape legs, he begins to think of how he could better represent the situation at hand to better access the immense resources inside of him to better his situation exponentially.

How about now?

Do you see what I see?

Do you see a man who has successfully accessed a more powerful state and is now ready to make a radical change in his life that will result in lasting improvement?

Think of a few recent situations that you experienced which have caused you to enter into a negative state. Determine first what the state was, decide what the positive opposite to that state would be, and then think about what you would need to focus on or how you would need to represent the events internally in order to assume the desired state.

Association and Dissociation

Imagine watching a Nascar race on television. You see the cars speeding around the track, and hear the loud roar of the engines. You fix your gaze on a particular car, and watch it take a turn at high speed, moving ahead of two other cars on either side of it.

Now imagine yourself inside the car that you were focusing on. You are the driver. What is different about your experience in terms of what you see, hear, and feel? Would you describe the experience as more intense, or less intense?

The above is an example of what we call *association* and *dissociation* with regards to an experience.

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The first example, where you were the observer, represented a *dissociated* perspective. When you "experienced" that particular moment from the dissociated perspective, the experience, though stimulating, was much less intense than the one you placed yourself in when you became the driver.

Behind the wheel, you were experiencing the event from an *associated* perspective. As you imagine that moment in your mind, the sounds became louder, the colors and images more vivid, and the number of kinesthetic sensations that you "felt" increased and intensified.

As a human being you have the option to experience, relive, or project yourself into any experience from either perspective. This is an extremely useful tool that I use in treating those with anxiety or phobias; as well as in assisting those who wish to break destructive habits.

Here we will examine these two different perspectives as they pertain to altering your representation of a situation in order to elicit the state in which you will be most effective in that context.

Let's begin by taking a look at another client experience.

"Megan and Adam"

Megan was a client of mine who originally contacted me for assistance in overcoming a crippling fear of public speaking. Her new profession required her to make presentations in front of moderately sized groups of people, and her apprehensions about doing so were preventing her from demonstrating her mastery of the content matter. She was fearful that this would eventually lead to her termination from her current employer, something that she definitely did not want to produce as an outcome.

I employed a simple technique that allowed Megan to create a state in which she had zero apprehension about communicating her message to a group, and where she felt a tremendous amount of confidence in her ability. I then taught Megan a simple method of eliciting that state on command, which she was able to put to work quickly, bringing an end to the challenges created by her prior fear.

Megan was elated with her progress, and excited to discuss her recent presentation with me in her next session. When our appointment came, I was expecting to hear from a woman brimming with an aura of accomplishment who had slain a massive personal dragon. The woman on the other end of the line however was in a state that I was able to discern to be annoyed and frustrated.

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I invited her to tell me about her recent public speaking experience, and to elaborate on what she had written me via email as to how she felt as she delivered her presentation. As she shifted focus onto that subject, I could hear her “come alive” and change states back to the triumphant one that she obviously inhabited when she had penned her message to me. I expressed my pride in her for overcoming the obstacle that she had previously perceived, and reassured her that the tools that we had created together would be there for her long term to assist her whenever she needed them.

Megan had hired me for six months for the specific purpose of overcoming that particular obstacle, which we had destroyed in one single session. Knowing that she had already paid for several more sessions with me, and reading her annoyed state at the onset of the call, I decided to probe a bit to find out what was causing her to elicit that state.

I asked her what was going on in her day today, a somewhat loaded question specifically asked for the purpose of eliciting a response as to the cause of her previous state.

She sighed, returned to the state of annoyance and frustration that I had witnessed earlier, and proceeded to explain to me her frustrations associated with her relationship with her new husband, Adam. I knew from our first session that she had been recently married. In that call she had told me of a whirlwind romance that involved her meeting her “soul mate” under strange circumstances, when she was least expecting such an occurrence. She told me that they had fallen in love rapidly and passionately, and had quickly become engaged.

Adam didn’t waste any time in suggesting that the two of them run off to Las Vegas to complete their nuptials. Upon return, they leased a spacious apartment together, combining their incomes and taking a significant step forward from the living conditions that they had each been accustomed to previously.

In our first session, Megan’s concerns were only in potentially losing her job, which she had recently began around the same time that she met Adam. She described that point of her life as a major tipping point, where two extremely wonderful things had taken place in rapid succession. It was clear to me now that, with the professional life issue out of the way, Megan had created space in her life to begin focusing on a new challenge.

Having assisted countless clients with the issues that arise within an intimate relationship, I was prepared for the result of my next question. I inhaled completely, picked up my pen, and braced for what was to come.

“What exactly is Adam doing that is annoying or frustrating you?”

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I listened intently for the next ten minutes or so as Megan unleashed a barrage of answers to my seemingly simple question. It was quite an extensive list. For the purpose of brevity, I will paraphrase Megan's response below.

"Well, I come home from work and he's left the house a mess. His clothes are all over the bedroom, the trashcan in the kitchen is full, and there are dirty dishes in the sink.

Then when he calls me from work, he acts surprised that I'm not ecstatic to hear from him. He always tries to joke with me and makes "advances", saying how he wants to sleep with me when he gets home. When I don't respond with enthusiasm he seems offended and then we tend to not talk for a few hours.

When he gets home, he wants to talk to me, but by that point I'm tired, and still pissed about the house being a mess when I got home. I usually just keep to myself and then go to bed. He tends to stay up later since he doesn't have to be at work for a few hours after I do, and so he's still sleeping when I leave for work in the morning.

It just sucks. I'm wondering if I made the right choice, and I'm pretty sure he's thinking the same thing".

Where to begin?

While there were several elements of Megan's communication that jumped out at me, and which we addressed, I'll limit the focus here to the issue of assuming different perspectives when representing an experience.

I asked Megan to tell me what it was exactly about Adam that was making her *"wonder if she had made the right choice".*

"Well, it's not Adam really, it's just what he does or doesn't do. I mean why can't he just pick up his clothes? Why can't he wash a glass when he's done with it? Why does he assume I'll want to have sex with him after he does these things that annoy me?"

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"Ok" I said, *"So we can agree that it is Adam's behavior, not Adam that you are taking issue with"?*

"Yeah, of course, I love Adam, I just wish he wouldn't do these things that annoy me".

"Tell me about when you came home from work today, what happened when you saw the clothes in the bedroom?"

"Well, I walked in there, I look down, see his clothes on the floor and on the bed, and I immediately felt pissed off".

"Ok" I said, *"Now tell me about what happened when you saw the dishes in the sink".*

"Same thing, I walk in the kitchen and BAM! There are two glasses, and a handful of dishes just sitting in there, as if I'm just supposed to wash them".

"Ok" I continued, *"Now tell me about the first time you laid eyes on Adam".*

Megan paused for a few seconds.

"Umm…. Well, we were at a mutual friend's party, I was standing there, and he bumped into me, spilling my wine all over my friend's new carpet".

"Can you see this happening?" I asked.

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"Yeah, everyone was freaking out, and he was just calm as can be, telling everyone that it would be ok and that it wouldn't stain".

"Let me ask you Megan, as you remember this, where are the two of you located in this mental image?"[4]

"Well, I'm on the left, still in shock, and he's kneeling next to me, blotting the spill and giving instructions to everyone else."

"Ok" I said, *"Now go back to when you saw the dishes in the sink, where do you see yourself in that memory?"*

"I don't see myself, I mean I see what I see, like through my eyes, you know?"

I had her now…

"I do know Megan. You're experiencing that memory from a first person viewpoint, or what we call 'first position'. Now let me ask you, which of the two memories seems more intense and detailed?"

"The dishes", Megan said as she let out a small laugh.

"Why do you suppose that is?" I asked.

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[4] I asked this question, presupposing what I expected, that Megan was dissociated from this memory, observing it taking place as a third party. The biggest indicator that I was correct came from her answering my previous question, "Can you see this happening?"

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“I guess because it is more recent?” She replied, not sure of her answer.

“You’re partially right” I said*, “Now let’s see what we can do about this. I mean, you do love Adam right?”*

“Oh yeah, definitely, I want nothing more than for this to work, but I keep getting so mad at him”.

I had confirmed what I had already presumed, that Megan was doing what most human beings will do as they get past the initial, deeply associated stage that they experience when they are falling in love, she was *associating* deeply with the experiences and memories of those things that aggravated her about Adam’s behavior, and *dissociating* from all of the wonderful memories that she had with him.

“Do me a favor Megan, recall for me three of the most amazing experiences that you have had with Adam.”

“Ok. Let me think for a minute” a few seconds passed, and she said *“ok, got them.”*

“Now tell me, as you imagine these experiences, do you see them in your mind like the party incident, from a third party’s point of view, or from your own perspective?”

“Third party” she said*, “like I’m watching them on TV”.*

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"Great" I said*, "Now, when you think of the dishes, the clothes, the calls from him where he is a real jerk and tries to make you laugh, how do you experience those?"*

Megan laughed as most of my clients do as they discover that something big is about to take place.

"I see them through my eyes. Damn, that's crazy".

"No, it's not crazy Megan. It's just normal human behavior. You see, when you met Adam, and all throughout the early, passionate stages of your fast-moving relationship, you lived in every moment completely. You experienced everything deeply from 'first position', and anything that you might have picked up on about Adam that you may have otherwise found unattractive you deleted or distorted, choosing to focus on all of the wonderful things about him and how he made you feel".

"That's right," she said, *"totally".*

"Tell me, did you visit Adam's apartment before the two of you were married?" I asked.

"Yeah, of course. Plenty of times."

"What did his kitchen look like?"

"Ha", she laughed, knowing where I was headed, *"It had dirty dishes in the sink, and before you ask, yes, I would pick up his clothes and put them in the hamper when I'd go in his bedroom".*

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“And how was the sex life?”

“Ha, it was amazing” she stated proudly, *“like no other”.*

“So his habits of not washing dishes right away and leaving worn clothes on the floor in his bedroom didn’t ruin it for you? You would still have sex with him?”

At this point Megan was laughing pretty hard; a major state change from her prior frustration.

“Yes, of course. We were like jackrabbits”.

“And now you get pissed when he doesn’t read your mind and link those behaviors with your unwillingness to give it up. Damn, what a weirdo, yeah Megan, I think it’s time to cut and run.”

Megan’s laughter continued to increase in intensity, and she responded in an increasingly animated manner.

“Yeah I guess I missed the boat on laying down that law, didn’t I?”

“Yes and no”, I said, *“do you believe that you might have a different result if you communicated your wishes to Adam differently?”*

“Um, yeah totally” she replied, *“He always tells me that he loves making me happy. He really loves me you know?”*

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“I can tell he does Megan, what’s important is that you know that he does”.

“Oh definitely, he’s really an amazing man”.

Notice how a shift in focus changed Megan’s entire perception of Adam. He went from being a lazy bum who could care less about making her happy to a remarkable man who would do anything for her.

“Ok Megan, remember those three experiences I asked you to think about? The ones where you had the most amazing times with Adam?”

“Yes” she replied.

“Start with the first one and relive it in this moment. Close your eyes and see, hear and feel what you did then”.

I repeated this process with Megan for all three experiences. She described to me in great detail (from the associated perspective) all of the sensory information that she was receiving at those moments.

After she had completed the third experience, she asked me why she was now remembering them from that perspective instead of from the “third position” (observer) perspective. I told her that she knew the answer to that, and she quickly laughed and replied,

“Because I’m thinking about how much I love him and how amazing he is.”

Give Megan a hand people. She nailed it.

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I then had Megan repeat the process of experiencing three moments in recent history where she assumed a negative state that was linked to something that Adam had done or had not done. The only catch was that she was to experience those moments from the observer's point of view, not through her own eyes.

As she described these events to me, her language was quite different. From this perspective, she was able to recognize that she was becoming irrationally irritated at Adam for behaving in a manner that was consistent with how he had behaved since she had met, and fallen in love with him. She even laughed as she imagined Adam putting his dishes in the sink, stating that he was probably *"rushing out the door because he overslept as he always does".*

It was clear that by reversing the positions from which Megan was experiencing the amazing memories and the negative ones, she was able to see that Adam was a wonderful man whom she loved deeply and intensely.

I instructed her to apply this method from here on out. She was to associate deeply into the experiences and memories that were amazing to her, and dissociate from those where she would previously have become agitated.

I further advised her on ways of better communicating her wishes for changes in his behavior to Adam, and told her to *"give it a shot and see what happens".*

Though our next call was scheduled for two weeks later, I received an email from Megan three days later. She told me that she had been applying the method that I had outlined with great success. She and Adam had been like "jackrabbits" again in the last two days, even staying up into the wee hours laughing the night before. She added that she had asked Adam to put his clothes away, and wash any dishes he used so that she did not come home to them, to which he replied,

*"Yeah, sure, I can do that. Anything for you and those t**s".*

Megan thanked me again for assisting her in overcoming another troubling challenge in her life. She expressed that I had been immensely helpful and that Adam had told her to say, and I quote,

"Dude, whatever that JP guy told you, he's the man. Tell him I said THANK YOU!"

All it took to change Megan's outlook on the state of her marriage was a bit of experimenting with different perceptual positions (associated and dissociated).

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You can apply this same technique to change how you represent any situation, and consequently how it affects your state.

Exercise: Playing with Association and Dissociation

Think of a few recent situations where someone or something made you angry, sad, frustrated, or otherwise caused you adopt a negative state.

Now notice that you are reliving the experience from an associated perspective.

See what happens when you dissociate and relive the experience from a third party's perspective as if you are watching it on a movie screen.

Notice that the exact same event does not affect you in the same way when you change the perspective from which you experience it.

Whenever you experience something that you find yourself dwelling on, or "causing" you to choose to assume a negative state, apply this technique of dissociation.

Likewise, any experience which you want to draw from, or relive to a higher level, perhaps to elicit a desired state, associate into deeply. As in the case of Megan and Adam, this has very effective applications in relationships.

Associate fully into the good times, and dissociate (remove yourself) from the experiences that annoy you. Do this and you will be amazed at how much clearer you are able to represent the situation internally, and how much more resourceful you are able to be in terms of either continuing the feeling (positive associated state) or designing a plan to communicate more effectively to produce a desired outcome.

Manipulating Submodalities

Submodalities are all of the fine distinctions that we make in our representations of our experiences. There are submodalities associated with each of the senses that we use to experience the world.

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For instance, we can recall an image of a past event as extremely bright, or very dim.

We can make that picture closer to us, or further away.

We can amplify the soundtrack of an experience, or muffle it to the point that it is barely audible. We can even mute it if we want to.

You should get the point by now.

Learning to manipulate the submodalities within your representation of a past experience is a powerful skill to possess when it comes to changing your state by changing your internal representations.

Again I'll use a client experience to illustrate this technique in action.

"Clint's" Especially Bad Day

Clint was a client who had hired me to help him accomplish his objective of changing his body composition. He had been training with weights for a few years and had not been able to make the changes to his body that he had hoped for. He had paid close attention to his diet, read up on the latest training methods, and visited the gym regularly. He knew that there was something missing, and figured that I was the guy to talk to after a close friend had experienced remarkable results after a single session call with me.

I was able to assist Clint by identifying his limiting beliefs regarding his body, and he quickly made significant changes in his approach following our session. Within a few short months he was thrilled with the difference in how he looked, and felt great pride in his accomplishment as well as a newfound sense of confidence when dealing with the opposite sex.

I received an email from Clint roughly one year after we had completed our session. He informed me that he had just purchased another session with me, and asked me if there was anyway to get him in the schedule ASAP as he was "in a bad way".

I replied to Clint's message, and did my best to accommodate his request the following day.

I could tell as soon as I got on the call with Clint that he was experiencing a lot of pain. He sounded completely depressed, and was far from the excited, passionate individual that had been keeping me posted on his progress via email

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periodically over the last several months. It didn't take long for Clint to reveal to me what was going on.

He told me that he spent several months dating a lot of different women. He had taken a job in a nightclub as a bouncer, and found it easy to meet women with whom there was a mutual attraction. He told me that on one particular night a few months ago, he met a younger girl who had come in to the club with a group of friends for a bachelorette party.

The two had hit it off well, and quickly began dating. Clint told me that she was the first girl with whom he felt a connection strong enough to consider marriage. He loved her sexy, outgoing nature, and said that the two of them had shared lots of laughs and great times in the previous months.

She would frequent the club while he was working, usually hanging close to him with her group of friends, enjoying the atmosphere and the music. Lately, he said, she had been acting "weird" about visiting the club, and had been somewhat "distant" from him when he tried to reach her. He expressed his confusion about this change in her behavior, and told me that he suspected that "something was up". That "something" was revealed about a week prior to him contacting me.

Clint was preparing to go into work one evening when he received a text from his then girlfriend. He was excited to see her name come up on his phone's screen since he had been unable to reach her all day. His excitement quickly faded when he opened the text and saw a photo of her, breasts exposed, wearing a jacket that was not his, with a caption that read,

"It's ok if I wear your jacket right?"

Enraged, Clint immediately phoned her to confront her about the message. To make matters worse, he had recognized the jacket as belonging to the manager of the nightclub at which he worked. Clint knew that the message was not intended for him, and instantly pieced together why she had been distant, and seemingly uninterested in visiting the club.

She did not answer his call. Clint called back a few times, knowing that she had to be near her phone since she had just sent the message to him in error. After the third call, her phone began to go straight to voicemail, indicating to him that she had turned it off.

Clint hopped in his car and sped to the club. He stormed past his friends at the door and headed for the manager's office. Having evidently been tipped off by the girl, the manager stood behind his desk; phone in hand, shouting to Clint as he came in the door,

*“I’m calling the police. You better get the f**k out of here, you’re fired!”*

At this point, several of Clint’s coworkers had converged and, through the ‘sixth sense’ that comes with that line of work, had recognized that there was a problem. They apologetically restrained Clint and told him to “be smart” and make his way to the door. They were his friends, he knew that they were simply trying to keep him out of handcuffs, so he obliged and began walking for the door.

Just as he began to make some progress out of there, the manager poked his head out of the door and said,

“Thanks for introducing me to your girl by the way. She’s great”.

Enraged, Clint broke past his bouncer pals and smashed the manager square in the nose with a right hand. The man’s nose crumbled under his fist, and blood began to flow.

Clint was then ushered out by his pals, all of whom were “on his side”, but wanted to see him get home and not get arrested. Outside of the club, several of the bouncers assured Clint that they would “back him up” by saying that he was provoked if anything came of the matter legally.

What a situation, huh?

Not only does the guy find out that his girl is cheating on him, but he then discovers it was with his boss, who just fired him for it and rubbed it in his face.

Clint was fuming. He spent the next several hours pacing around his house and even went so far as to punch a hole in the drywall by his front door. After the initial feelings of anger had somewhat subsided however, Clint found himself saddened and just wanting to “hibernate” for a few months.

Clint did precisely that for the next several days. He didn’t leave his house, and hardly moved from his bed at all. He was out of job, his girl was gone, and he was allowing these events to drastically affect his quality of life. With a few days

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of this pattern behind him, Clint opted to contact me to help him get back on track and determine where to go from here.

Clint told me that he was “trying” to “get on with his life” but that, every time he made a bit of progress, all he could see was his former manager’s face as he said those final words to him before Clint had hit him.

He told me that he found himself looking at the photo that he’d received on his phone over and over. He said he’d contemplated posting it on the Internet somewhere to “get revenge”.

It was clear to me that Clint was being troubled by two particular images. He hadn’t spoken to his former girlfriend since. He hadn’t tried contacting her after that night, and she hadn’t reached out to him either. He told me that whenever he tried to sleep he imagined the two of them (his former manager and former girl) “living it up” in the club.

We had a bit of work to do.

Clint had opted to experience the state of depression and lethargy long enough that it was integrating into his identity. Clint was religious about his training in the gym. Since our original session, he’d rarely missed a workout. He hadn’t been to the gym, or eaten much for that matter, in the past seven days since the incident. This had to change.

As a first order of business, I told Clint to delete the image from his phone. That command was mistaken for a request, and I was met with a bit of resistance.

“I don’t know man, I might still want to post this somewhere”. He told me.

“Ok then, do that. I’ll shoot you over a refund for this session and you can go back to laying in your bed”[5] I said.

[5] Are we picking up on pattern interruptions yet? Good.

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“No, JP wait man. Ok, I’m deleting it now. I’m sorry man, I just am all over the place with this. This bitch really messed me up and I can’t believe I’m out of a job now, I loved working there”.

“Are you ready to change Clint?” I asked.

“Yeah man, definitely, I can’t go on like this, that’s for sure”.

With the photo out of the way, we had two more images to work with. These were the image that he was replaying in his mind of his manager shouting to him in the club, and the image that he’d created of his ex girlfriend and this man “living it up”.

I started with the first image, asking Clint to associate back into that moment and describe it to me in detail, paying attention to any and all available sensory data. Not surprisingly, the image was bright and close to him, the sounds were loud and clear, and he could absolutely “feel” the anger as if he was back there in that moment.

I told Clint to bring up the image again. I asked him to tell me once he had created the representation of the event completely.

“I’m there”. He said.

His tone indicated to me the rage that he was experiencing.

“Ok, now take the image and make it black and white”.

“Ok” he said*, “got it”.*

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"Now, keeping the picture black and white, make it look like an old, worn out VHS tape would look"[6]*.*

"Ha, Ok" he said.

"Now turn the volume down, way down. Replace the soundtrack with the theme from Sesame Street".

Clint laughed again, and told me that he had made the changes.

"With the picture in black and white, the image quality poor, like an old, worn VHS tape, and the soundtrack replaced by the theme from Sesame Street, now take the image and slowly move it farther and farther away from you. Move it out into an endless black background until it is just a mere dot".

Clint was quiet for a few seconds, and then laughingly replied,

"Ok, I'm there, it's way out there, I can barely see it".

"Ok good" I said, *"Now reach up and, using your fingers, flick that small, meaningless piece of shit completely out of your world".*

"HA HA!" Clint exclaimed, *"Bye Bitch, with your broken nose!"*

Clint had successfully manipulated the submodalities of his representation of an experience that had previous "crippled" him, making it appear as a low quality

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[6] Clint was old enough that this was an applicable reference experience to him. This is important because a younger individual may have never watched a worn VHS tape, and therefore would not be create this specific submodality effect.

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image, with a comical soundtrack, and then sent it out into “space” where it could be “flicked” away from his life.

“How’s that feel?” I asked.

*“F**king great man!”* he replied.

“Now how about that image that you created of the two of them ‘living it up’, what do you suppose we’re going to do with that?”

“The same damn thing!” he exclaimed.

“You’re right Clint” I said.[7]

“Hold on, let me see if I can do this one on my own” he said.

“Have at it man” I replied.

I sat quiet on the line while listening to Clint’s quiet mumblings as he recreated the image and then took himself through the same process. I knew that he had been successful as soon as I heard him proclaim,

“Bye bitches! Have fun with that flabby ass, asshole!”

I couldn’t help but laugh. Matching Clint’s excitement and language, I said,

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[7] The truth of the matter is that we had a multitude of options for dealing with the second image, but since Clint was now experienced with the previous method, and excited and confident about applying it, I understandably agreed that it was the right approach.

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“That’s right Clint, send that bitch packing with that broken nosed jerk”.

He laughed heartily for a few seconds, and then let out a sigh of contentment.

“Ok, so what’s the plan man?” I asked*, “Where does Clint go from here?”*

“Well first thing I have to do is find a new job, but that shouldn’t be a problem”.

“No?” I asked.

“Nah, the manager at another club came in the other night. It’s a much nicer place. He complimented me on how I operated, and asked me if I was interested in coming to work for him. The only reason I didn’t take the job is because I felt like I’d be ‘betraying’ that ‘d-bag’ that I worked for. He was even going to give me more money”.

“Sounds like you have a plan there” I said, *“I’d go pay him a visit if I were you”.*

“Definitely man” Clint replied.

“As for women?” I asked.

Clint let out a sinister sounding laugh and replied,

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“Ha, let me get this job and the women part will take care of itself”.

By manipulating the submodalities of his representation, Clint took an experience that he previously felt victimized by, and transformed it into one over which he had tremendous power. When he chose to represent it in that manner the thoughts no longer affected him negatively. Once he was out of the state that he had grown accustomed to being in over the previous seven days, he became immensely resourceful. I had no prior knowledge of his earlier job offer. Clint obviously did, but wasn’t able to properly access or act on that knowledge due to the unresourceful state that he was in. Likewise he went from feeling that “the one” had slipped through his fingers, to releasing her to live “happily ever after” with his former manager, and realizing that there was a multitude of available women out there who he would have the opportunity to meet.

Big victory for Clint, give him a hand.

While you might not relate entirely to Clint’s story, you can definitely make effective use of the tools that he did in order to overcome any representation that is giving you trouble. Manipulating submodalities is another simple and effective tool that you can add to your growing toolbox of emotional skills.

Exercise: Scrambling

In this exercise you will use the same process of “scrambling” a representation of a past event that I successfully walked Clint through in the story above. This is a very powerful tool that can be used to change the representation of any experience, from something that simply annoyed you, to something that created a lasting emotional burden in your life.

By manipulating the submodalities that your brain has assigned to the representation, you are effectively altering the “coding” of that memory. As humans we tend to deeply and strongly associate into memories of experiences which impacted us significantly for better or worse. We assign “importance” to a memory by representing it with strong submodalities.

For instance: the image of the experience will be very close to you, the colors bright and vibrant, and the soundtrack in stereo and crystal clear. By “adjusting the controls” in your mind, you are able to redesignate the memory as one of a

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much lesser importance and in turn, one that does not elicit the same change in state as before.

Remember that linguistically the word “representation” means to “re-present”, as in “present again”. The event is NOT taking place in the present moment when you are experiencing the memory. It is your representation that needs to be changed in order to manage your state.

By scrambling the memory the representation will not “play” as it used to before.

Imagine a taking your favorite CD and repeatedly scratching it with a rock. Once the disc is damaged, try as you might, you will not be able to get it to play as it did before you scratched it.

Note that in Clint’s case the state change was drastic and immediate, and the representational change was lasting. While the drastic and lasting results are typical, the immediate is not necessarily. Clint had the benefit of having me to guide him through the process. Due to my experience in employing this method, and my heightened sensory acuity, I was able to determine the submodality changes that I believed to be most effective for Clint. In most cases this exercise will require repetition in order to produce a lasting change in the representation of the memory.

You must “test” your result after completing this process. Recall the memory again; if it elicits the same negative emotions as before, repeat the process until it does not anymore. You can’t “overdo” this exercise. I encourage clients to run through this process twenty times in a row or so, until recalling the memory produces zero negative effect on state.

Remember that you are conditioning your brain to represent the memory in a new manner. If it is a strong representation, particularly one that you have held for many years, one time through this process is probably not going to get it done. With repetition however, you will absolutely be able to re-code the memory in your brain, and condition your mind to manage it in the manner that you choose.

This obviously does not “erase” the memory or the experience itself. Remember that we are not changing the actual world or actual events that have taken place in it, we are simply choosing to exercise our ability to alter the representation of an experience in order to deny it any power over our state.

In order to develop confidence in your ability to change your representations using the scrambling technique, I encourage you to start with an experience that irritated or annoyed you in the recent past before tackling a larger, more hurtful memory.

The process is simple to follow.

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Step One:

Identify an experience that you represent in a manner that causes you to assume an undesirable state.

Step Two:

Close your eyes and bring the experience up on your mental movie screen. Note that you will be directly associated into it, the images will be bright, and close to you, and the sounds will be clear.

Step Three:

Begin by taking the color out of the image. Turn it into a black and white movie.

Step Four:

Make the image grainy, like a poor quality recording, or an old, worn VHS tape. If you're not old enough for that to ring a bell, make it look like a cheap, poor quality, bootleg DVD.

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Step Five:

Turn the volume way down on the sound, so that the soundtrack is barely audible. Alternatively, you could change the voices so that they all sound like cartoon characters, or replace the soundtrack altogether with some silly, circus-type music.

Step Six:

Slowly push the image farther away from you. Make the sound taper out even more, so that it eventually cuts out completely as the distance to the image increases. The image should be moved away until it is merely a dot in the distance.

Step Seven:

Reach out with your hand on your movie screen and flick or swat the image out of the frame entirely.

Step Eight:

Recall the original experience and repeat the process about twenty times.

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Step Nine:

After you've completed all of the repetitions, test your result. Break state first, move around, think of something else for a minute, and then bring the image back into your mind. If you've successfully scrambled your representation, you will notice a distinct difference in how you feel upon thinking about the experience.

If you have not yet achieved the desired result, continue with more repetitions, and then test again.

The methods demonstrated and presented in this section comprise just a sampling of the tools that you have available to you to change your state by way of changing your internal representations. That said, the techniques of manipulating submodalities, and effectively associating and dissociating from experiences are two very powerful methods that you can begin to use immediately to assume a more resourceful state either proactively or reactively at will.

Do the exercises presented above, and note how different you are able to make your representations with just the slightest bit of conscious effort. Understanding the role that internal representations play in building your state, and developing your toolbox of skills to manipulate them to change your state is an all-important step in mastering your emotions.

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Chapter Five

Changing Your State by Changing Your Language

In this chapter you will learn how the words that you use, both in your "self talk", and in your communication with others, form one of the three components of your state. You will learn how to use language to change your representation of a situation, and thus assume a more desirable state.

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Linguistic Double Dissociation

Earlier I showed you how to apply a perspective shift to “third position” and dissociate from experiences that elicited undesirable states. Here we will look at how you can dissociate from a negative emotion by using language. This technique is highly effective as a pattern interrupt and, when combined with a large scale change in your physiology, can rapidly snap you out of a negative state, and into one where you can be much more resourceful.

Below I will provide two examples of linguistic double dissociation at work. In each case, note the immediate effect that the method produces on the subject’s state.

Chris’s Ridiculous Decision

Chris contacted me for assistance in overcoming a particularly debilitating bout of depression. He explained to me that he had a history of depression, and had been diagnosed with bipolar disorder as well. Chris had been prescribed numerous medications for his issues over the last decade, all of which he felt had little positive effect on his condition. This included a prescription to the anxiety drug, Xanax, which Chris had become addicted to in the past, and frequently abused.

When Chris and I began our session, he was very soft spoken and monotone. Having a lifelong history of visiting psychiatrists, Chris was dropping lingo of that industry left and right. He explained to me that he was “in recovery” from his addictions, and was attempting to “work through” some troubling events that had taken place in his life over the last year. He explained to me that he knew that it would be a process, his “healing”, and that he was wiling to try my methods on top of the “work” he had been doing on his own.

During the exposition of Chris’ story, I matched his language, speaking softly and slowly, and allowing him plenty of time to elaborate on his “condition”. After he finished telling me every horrible thing that had ever happened in his life, he asked me what I thought he should do.

“Well, I think you should change all of this Chris” I said.

Chris was silent for a minute, and then let out a slight laugh.

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"Just like that?" he asked.

"Yeah, just like that" I said, *"Unless you really want the rest of your life to be miserable as well".*

"I mean I want to change it, I do, but I don't know man. I have chemical imbalances, and am probably going to be on meds for them the rest of my life. I think if I really could make a one hundred percent change my Doctors would have done that for me by now" Chris said, a hint of irritation in his voice.

"Chris I'm very open about the fact that I don't believe in long, drawn out "recoveries". I am in the business of helping you use your own resources to produce major change in a hurry. You knew this, and you hired me. If some part of you didn't think that you were capable of changing, you wouldn't have contacted me at all"[8].

"I'd love to change. I really would. I don't like being the way that I am. Who wants to be depressed all of the time?"

Chris' pattern had been broken. He had demonstrated a state change from quiet hopelessness, to mild anger, a state that would be provoked more in this session, and which was more conducive to his discovery of a solution.

"Are you depressed all of the time?" I asked.

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[8] Here I used a handful of Ericksonian Hypnosis principles in conjunction with each other. I presupposed that he knew my reputation, created internal conflict by using the phrase "some part of you" to separate the "sick" half of his brain from the one capable of creating a solution, and used "mind reading" by implying that his desire to change his pattern is why he hired me. The mind read was used to plant the idea in his unconscious that change would be the "effect" and that working with me would be the "cause".

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"Well, most of the time" Chris answered.

"So there are times when you aren't depressed?"[9] I asked.

"Well yeah. I mean lately it's been pretty rough, but I am human you know? I'm not always depressed".

"Tell me about a recent time where you felt amazing" I said.

"The last time I felt really good was about a week ago" he said, *"My friends hit me up to come out with them. I didn't really feel like it when they asked, but figured what the hell. Was kind of a lame night, no girls or anything, but ended up being a blast. We just laughed a lot."*

Chris' rate of speech, and tone were predictably different when he was describing these events.

"I'd like to have more nights like those, but I feel like my depression really gets in the way you know?"

"Yeah, I imagine chronically choosing depression over a having a blast would be annoying" I said.

Chris was quiet for a minute as he thought about what I had just said.

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[9] I used this question, and the preceding one to expose the generalization that existed in Chris' representation of his situation. This is classic NLP "Meta Model" language. Chris' answer made it clear to himself that he was entirely capable of feeling great at times, as well as depressed.

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"You think I choose to be depressed?" he asked.

"I know that you do" I said, *"and if you can choose to feel depressed, you can just as easily choose to be happy".*

Chris was again quiet, so I immediately moved in, asking him to describe what he would have to do right now if he really wanted to feel depressed. I asked what he would have to do with his breathing, his body position, and what he would have to think about.

Chris answered me in great detail, being the master of assuming that state that he was, and his voice immediately morphed back into that of a depressed person.

I then asked him what he would have to do if he wanted to feel amazing and excited right now. He again gave me a detailed answer, outlining his physiological changes, and his internal focus. As he did this, his language indicated to me that he had assumed that state.

"How do you feel right now Chris?" I asked.

"Pretty good actually" he said.

"How could you make that feeling even more intense?" I asked, *"What would you focus on to do that? Don't tell me, just go there, make it happen".*[10]

Chris was quiet for a minute again, and then excitedly chimed in,

[10] The process that Chris used to intensify the emotion was not important to me. He more than likely manipulated submodalities, or introduced new stimuli into his focus. What was important was for Chris to follow the command and make himself feel even better without any imposition of how from me. This further demonstrated to him unconsciously the control that he had over his emotions.

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“Man I feel really good now”.

I took the next few minutes to illustrate to Chris that he had just successfully “made himself” depressed, and then made himself feel amazing. I explained to him the components of state, and how they could be manipulated to snap him out of his negative state at his will. Chris indicated his concern that he would be unable to do that when he felt really down.

Knowing that Chris had total control over his state, and recognizing his concern as a “prediction” that he would either “forget”, or not believe in his control over it when it mattered, I opted to teach him a simple linguistic double dissociation technique to remind himself of his control in these situations.

“The next time you find yourself depressed Chris, the first thing that I want you to do is remind yourself of the total control that you have over your state” I said.

“How do I do that?” Chris asked, a bit of an excited tone in his voice now.

“You have to accurately describe the situation to yourself. We as humans tend to ‘identify’ with our emotions in the moment”.

“Ok” he said, anxious to hear more.

“When you are in that depressed state, you probably think, or maybe even say out loud ‘I’m depressed,’” I said.

“Definitely” Chris chimed in.

*“The problem with that is that you are not depressed, you are **Chris**”.*

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Chris laughed at the seeming silliness of what I had just said.

"When you say 'I'm depressed', you are making depression your identity, as in, 'I'm a depressed person'" I said, *"Now how do you suppose a depressed person will behave? How do you think that he would view his options for changing his state?"*

"The outlook wouldn't be good right?" Chris asked, knowing the answer.

"Of course not" I said, *"Now imagine if you were to say 'I feel depressed' instead".*

"That makes sense. I'm saying that it is how I'm feeling, my state at that time, not who I am, I'm not a 'depressed person'" Chris said.

"Exactly. You can already see how recognizing that depression is a state that you are in opens your mind up to the idea that it can be changed" I replied.

"That makes total sense," Chris said with a tone that indicated that this information was affecting him deeply.

"Now let's make an even more accurate statement about that situation" I said, *"Imagine now that you've described it as 'I feel depressed' and identified the emotion as just that, an emotion that you're experiencing in that moment. The next step is to further clarify by saying 'I'm choosing to feel depressed'".*

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"I'm choosing to feel depressed" Chris repeated slowly.

"Now tell me how it makes you feel to say those words Chris".

Chris was silent for a few seconds as he thought about it. He then let out a laugh and replied,

"It actually makes me feel kind of pissed off" he said, *"Like why would I choose to feel like that, it really messes up my day".*

"I don't know why you would choose to feel that way either" I said, *"But now you can see how a simple change in the language that you use, either in your 'self talk' or in how you describe your situation to others, can have a profound effect on how you represent it."*

"Oh totally. When I say 'I'm choosing to feel depressed' it seems like a ridiculous decision" Chris said.

"I'd say it is, especially now that you know how easy it is to change your state by something as simple as changing your physiology".

"Yeah exactly. Like if I know that it is a choice it makes me feel in control. I never felt like I was in control before. I was always made to feel that there was just something wrong with me you know? I take medicine and everything. It was always like 'you suffer from depression' and so these things will happen to you".

"And did your depression make you suffer?" I asked.

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"Definitely" Chris said, *"It made me a bum that just laid around and felt like a victim or something. But now I feel like I did that to myself".*

"So going forward Chris, are you going to choose to feel depressed?" I asked.

*"F**k no!"* Chris exclaimed.

"So if you find yourself falling into the patterns that you've been used to, and starting to feel that way, what will you do?" I asked.

"I'll remind myself that it's my choice to feel that way because I have total control over my state".

"And then…" I asked.

"Then I'll change my state by making a big change in my physiology, I'll get up and move, get up and do something that I like to do".

"Like go and have a good time with your friends?" I asked, referencing Chris' earlier statement about the most recent time that he felt really great.

"Exactly" Chris answered, *"One of them is always calling or texting me to come out with them, and I rarely ever go".*

"Why is that Chris?" I asked, anticipating his response.

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"Because I was always TOO DEPRESSED," Chris answered with a big laugh.

Chris experienced a major increase in his quality of life following that conversation. He no longer identifies himself as a "depressed person", or one who "suffers from depression". In later sessions we worked more on how he could change his representations of events, the most complex skill of emotional mastery.

Chris visited his psychiatrist a few months later for his scheduled session. He had told me that he had a session every three months to "talk about what was going on", though he felt that the main reason for the visit was simply to renew his prescriptions, which happened to be for three months at a time. Just prior to our session that I described, Chris had been given a prescription for a new medicine, Welbutrin, which his doctor thought might better help "manage" Chris' depression. Chris had chosen to discontinue using all of his medications roughly one week after our call.

When his doctor asked him how he'd been doing, Chris responded that everything had been great. He told him of his increased social interaction, and the progress that he was making in his new job. The doctor told him that those were excellent things, and expressed to him that he had "had a feeling" that the Welbutrin would do the trick. As the doctor reached for his prescription pad to renew Chris' script, Chris interrupted by stating that he had not been taking his medication at all for the last two months or more.

The doctor immediately replied that Chris should never have done that. He should have consulted with him if he wanted to *change* his medication. He further explained that Chris' depression was serious, and that he really needed to stay on some form of medication if he was to manage it effectively. Chris made the obvious inquiry about the progress he'd recently made, and noted that he had done those things, and was not "depressed", while he was not on the medication. The man then argued with him, seemingly ignoring Chris' statements about which he had previously had so many positive comments. Chris then made a cardinal mistake and told his doctor that the positive changes in his life were the result of working with a Coach. This was unsurprisingly met with what Chris described as a "defensive and condescending" inquiry into the credentials of this "Coach", and whether or not he was qualified to work with individuals who suffer from depression.[11]

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[11] This is not intended as an attack on the practice of psychiatry as a whole. There are many effective therapists and psychiatrists out there whom I respect. As a generalization however, many do not agree with my methods, or those of the NLP community. We are often viewed as "quacks" to them, probably because our educations cost significantly less financially, and we are not of the belief that change requires a lifetime of suffering and medication.

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Chris told me that he left his appointment with no new prescription. His doctor had urged him to contact him in the “inevitability” that he needed one written, and gave him a few pamphlets of literature about depression. Chris said that he politely thanked the man, and headed back about his business for the day, never to return.

Chris first learned that he could change his state rapidly and dramatically by changing his physiology. He was confident in his ability to do that while I was working with him, but his years of “programming” about his identity as a person who “suffered from depression” caused him to doubt whether or not it would really be that simple for him when it mattered. The technique of linguistic double dissociation that I taught him allowed him to remind himself of his control in those situations, changing his state from helplessness to a type of anger at himself for ever making a decision to assume that unresourceful, undesirable state. From there his pattern was broken, and he was able to use his resources to effectively change his state. In the beginning this took his conscious effort, actually saying the words *“I’m choosing to feel depressed”* to initiate. In time his mind and body were running a new program more consistent with his new identity of a person who had control over his emotions. At that point, when the factors that would trigger his depressed states presented themselves, Chris’ new representations disallowed those “triggers” any control over him.

Give Chris a big hand for changing his identity and taking control over his emotions.

You can use the same method that Chris used to snap yourself out of a negative state. Simply identify the emotions that you experience that you would rather not, and follow the steps below.

Run through this process a few times with each emotion, and note how your feelings change as you make each of the three different statements.

Step One:

Identify the emotion that you are experiencing. In Chris’ case the emotion was “depressed”. For our purposes here, let’s go with “annoyed”.

Begin by saying,

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"I'm annoyed".

Note precisely how those words make you feel.

Note any changes in your physiology, specifically your breathing.

Think about what you would have to do with your body if you really wanted to feel annoyed.

Step Two:

Dissociate from the emotion by one step by saying,

"I feel annoyed".

Note the difference in how you feel when describing the experience in that manner.

Observe how those words convey a more accurate representation of the fact that the feeling of annoyance is a transient one, and that it can and will change, if by no means other than your inherent need for variety in your emotions (if you were to just "wait it out", eventually you would no longer be annoyed).

Step Three:

Dissociate one more step by saying,

"I'm choosing to feel annoyed".

This represents the most accurate description of your current state possible. By saying this you are identifying both that the emotion is transient, and will change,

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and that you are the one who is electing to experience the emotion in the moment.

Note the major difference in how saying *"I'm annoyed"* vs. *"I'm choosing to feel annoyed"* affects you internally.

Run through this process with the following words:

- Depressed
- Lonely
- Tired
- Irritated
- Lazy
- Miserable
- Angry
- Frustrated
- Inadequate
- Insecure
- Jealous
- Helpless
- Unattractive
- Ugly

As you apply the double dissociation technique, think about what the positive opposite would be to each of the emotions, and what you would do with your physiology to change your state after identifying your control over it.

Use this method to remind yourself of your absolute control over your state, and to serve as an initial pattern interrupt. Couple this with a change in physiology and you are out of the negative state in seconds. Once you assume a more resourceful state, you might then determine how you might represent the situation differently to allow you to become even more resourceful and create a more permanent solution.

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Chapter Six

Changing Your State by Modeling Others

This chapter will discuss the powerful technique of modeling the behavior of others. This method is very simple, and is one that you can apply in any situation to assume a more resourceful, context-appropriate state.

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Bond, "Jim" Bond

"Jim" was a client of mine several years ago. A young, "eligible" bachelor, one of Jim's primary motives in working with me was increasing his confidence in approaching and interacting with women.

For years Jim heard from friends and family alike that he just needed to be "more confident". He possessed many qualities that are traditionally attractive to the opposite sex; he had a great physique, an excellent personality and sense of humor, a well-paying job, his own house, and even a sports car to round out the image. Despite these "advantages" that he had in the world of dating, it was extremely rare for him to have a companion lined up for his weekend activities.

Jim was "out there" too. He regularly went out with his male friends to the types of places where young singles congregate, and even created an account on a popular dating site. He told me that his nights out were always the same, his friends would meet women, and he would drive home alone later on, confused about what they "had" that he didn't. This frustrated Jim to no end, and (as I will detail later) created and reinforced an identity belief that he was "not good with women".

I worked with Jim to successfully eradicate said belief using a multi-pronged approach. The first leg of the attack was centered around creating new reference experiences where he interacted with women easily, and with excellent results. I coached Jim on how to apply the method of modeling the behavior of others in order to make this happen.

Jim was a man of many interests. One such interest, which we both had in common, was a love for cinema. Jim was a big movie buff, enjoying everything from black and white gangster films of the James Cagney era, to the straight-to-VHS martial arts classics of the eighties and nineties (one of my own favorite genres). One particular series of films that Jim was especially fond of were the classic, Sean Connery James Bond flicks. His father had been a big Bond fan, even naming his only son "James" as a result, and had passed the love on to his boy.

During our session, Jim was describing a recent night out where he had passed up numerous opportunities to speak to a group of good-looking girls. He had even gotten the impression that they were trying to get him to come over to their table at one point, when one of them asked a question about his cologne on one of his trips back to his "post" from the men's room. He left that night feeling frustrated, and wishing that he was just "better with women" so that he might have approached their group and had a much more exciting experience.

I interrupted Jim's pattern of beating himself up over his inaction by asking him a question about a Bond film that I had remembered watching. Jim and I discussed

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the movie for a few minutes, it happened to be one of his favorite installments. With Jim now in a different state from discussing something that brought him joy, I asked him how he imagined good ol' 007 would have handled that situation the other night.

"Oh, Bond would have been all over it" he said, *"Those women wouldn't have stood a chance".*

"How do you mean?" I asked.

"He would have just, you know, carried himself in that cool, Bond way, and said all of the right things" he answered.

"Oh I can definitely hear you on that" I replied, *"Bond was definitely a lady-killer".*

"Yeah he was, that's what I'm saying, why can't I just be more like James Bond, I mean I am named after the guy" Jim said with a laugh.

"That's an excellent question Jim, what stops you from being James Bond in those moments?" I asked.

"I don't know, he's Bond, I'm not," he said.

"You're right, you're Jim" I replied, *"and I'm John. Now that we've got all of that out of the way, what stops you from being like James Bond in those moments?"*

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Jim laughed at my sarcasm before thinking about what I had said for a minute. The line was quiet, minus the sound of Jim's breath as he contemplated the answer.

"I mean I think I know where you're going with this" Jim said, *"but I just couldn't do that, I can't be like him when it comes to women".*

"What would happen if you did?" I asked*, "If you could be like James Bond in those situations, what do you suppose would be the result?"*

Jim laughed again, seemingly awaiting my abandonment of the line of questioning. After the line was silent for roughly thirty seconds, Jim realized that I was not giving up on this, and felt it best that he produce an answer.

"I suppose I would have much more success with women" he said.

"You'd have much more success with women if you were more like your favorite movie character from childhood whose films you can recite word for word and whose character you have a comprehensive understanding of?" I asked.

"Exactly" Jim said, laughing hard at this point, *"You're good man, you're good".*

"How do you suppose you would feel about your ability to confidently approach and talk to women after a few experiences where you confidently approached and talked to women?" I asked.

"I imagine I'd feel a lot better at it" he replied, *"like I could do it".*

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"And if you had a belief that you were confident and assertive around women, and that approaching and interacting with them was something that brought you pleasure and afforded you the opportunity to create new relationships, how do you suppose you would feel in a situation where you were around attractive, available women?" I asked.

Jim laughed again as he replied, *"I would be all over it".*[12]

"I imagine you would," I said in agreement.

"But how do I do that, I mean how do I have the confidence to act like James Bond in those situations?" he asked.

"Did Bond have the confidence?" I asked.

"Of course, but that's not me" Jim said.

"It will be you" I replied, *"YOU will be James Bond next time".*

I could tell by Jim's silence that he was a bit confused. I matched his quietness for a few seconds as he processed the information, and then moved in. I took the opportunity to use the storytelling approach of teaching that one of my own "heroes"; the great Milton Erickson was so adept at using. I told Jim a personal story about my upbringing, how I had been bullied in school in sixth grade, and how I had modeled my Grandfather to overcome the situation. The tale resulted in a revelation of sorts for Jim.

[12] Note that Jim used the same phrase, "all over it", when describing how his hero would have acted in the situation that had frustrated him.

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“So I need to just BE Bond when I’m in those situations?” he asked, acknowledging his understanding.

“Exactly” I replied.

“I can SO do that,” Jim said.

Jim and I spent the next ten minutes or so discussing what “being Bond,” meant in terms of physiology, language, mannerisms, etc. It was clear to me that Jim had an excellent grasp on the character, and what exactly he had to model.

I was happy to hear from an elated Jim the following week, after a particularly successful weekend. He had done as instructed, and had a wonderful time interacting with new women. He was happy to report that he had obtained three phone numbers in two nights, and added that it would have been more had he not left early the second night with a girl who he was now set to go out again with the following Friday evening.

Note that simply modeling the character of James Bond changed Jim’s entire state. He obviously demonstrated different physiology as a result of emulating his hero’s mannerisms, but his language and representations were radically different as well. He spoke like a man who was “good with women”, and would not have been capable of producing the results that he did if he was not operating without the belief (representation) that he somehow was not.

A lack of confidence was no longer an issue, and his prior, limiting belief was rapidly diminishing.

This is just one simple example of how modeling the behavior, beliefs, and values held by others can produce a dramatic effect on your state and in turn, your behavior and results.

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Major Ken

Ken became a client of mine last year after he learned of me through my Veteran's Day giveaway (I donated two eBooks of the Vet's choice to anyone who contacted me). A military man, Ken was a Major in the US Army.

Ken contacted me because he had been having some issues at home. He had recently returned from a yearlong deployment overseas, and reintegrating into family life had presented a host of challenges for him.

Ken was married a few months prior to his deployment. He had met his new wife while visiting some family during a short leave, and wasted no time in asking for her hand. Their dynamic was amazing, and Ken was certain that she was the one for him.

Ken's wife had two young children from a previous marriage. Though he didn't get to spend much time with the kids prior to his departure, Ken liked both of them a lot, and was excited about taking on the role of father to the youngsters (the children's biological father was not in the picture). To add to the family dynamic, Ken's wife had become pregnant shortly after they had met, and had given birth to his first son while he was overseas.

Ken was a natural leader. He had excelled in school and in sports, and had risen to the rank of Major about as quickly as you can in the Army. He was responsible for leading combat troops in tough situations, and was highly decorated for his effectiveness at his job.

He soon discovered, upon assimilating back into "normal" life that he was "ill-equipped" to lead his band of little ones, or so he thought. The two older ones had aged a year since he had left. The little one was still an infant, and presented the normal challenges that come with keeping a baby human being alive. His wife was under a lot of stress, and Ken wanted nothing more than to be the strong father and husband that he truly desired to be.

His stepchildren had both become quite a handful in his absence. His wife had relocated with the kids to the town outside of the post where Ken was stationed. She had mixed well with the other wives in the community, and was grateful for the assistance that they provided her, especially after the baby came. The kids however, were removed from their previous home, their old school, their friends, and most of what else they had grown accustomed to in the transition. Couple that with the feelings of neglect typical of a new infant being brought into the mix, and they had morphed into full-blown anarchists, seemingly hell bent on destroying the family's sanity and structure.

This did not sit well with Ken. He was used to giving orders and being obeyed. He prided himself on the idea that he was not like some officers who "tossed

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around" their rank, but was genuinely admired and respected by his troops. Such "insubordination" as he witnessed with his new stepchildren at home was truly a new experience to him.

Being the smart man that he was, Ken was convinced that it did not have to be this way. He knew that the kids weren't used to him, and that their mother had not enforced the rules all that much in his absence. She often "made excuses" for the kids' inexcusable behavior, a pattern that further aggravated Ken, and caused many a riff between them.

Ken was hopeful, but flat out fed up. He genuinely loved this woman, and was completely committed to the idea of stepping in as a father figure for her children, as well as his own, but he knew that something had to give.

Ken was familiar with Neuro Linguistic Programming (NLP), having read much about it while on numerous deployments. He told me that he had applied much of what he had learned to communicating with and leading his troops, but that he was "clueless" as to how to most effectively communicate with his "new" family.[13] The one thing that NLP taught him that gave him hope however was that "change makes change". This means that Ken could act as the "agent of change" and take charge of the situation to bring about a more harmonious existence for everyone involved.

Ken was enthusiastic to work with me on a strategy to bring about change, and was somewhat surprised at how effective a "basic" concept with which he was already familiar proved to be for him.

When I asked Ken if he was familiar with "modeling", knowing of his knowledge of NLP, he indicated that he was, even going so far as to define the term in a manner that would be dangerously close to plagiarizing a classic Richard Bandler book (one of NLP's co-creators) if he had written it down. I knew that he understood the idea, and I could tell that the gears were already turning in his brain. He was actively presupposing that I was going to ask him to model someone in this situation, and pre-empted my next question by almost shouting,

"Bill Hardy".

"Bill Hardy?" I asked.

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[13] This is not uncommon. Many of my clients have at least a loose awareness or understanding of some of the disciplines that I've drawn from in evolving my methods. There is a critical difference however between conscious comprehension of an idea, and being able to apply the concept in real time without much conscious effort. "I should know better" is something I frequently hear during sessions from such clients.

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Discerning that I was unaware of precisely who this Bill Hardy was, Ken immediately offered an explanation.

“My best friend as a kid was Billy Hardy. He was the third youngest of seven kids. His dad Bill, or ‘Mr. Hardy’ as I called him then, was one of the greatest men I ever knew. I assume you’re going to ask me whom I could model in this situation, so before you ask, my answer is Bill Hardy”.

“Ok then” I said with a laugh.

Ken laughed as well, and then continued on,

“This man worked hard, I mean real hard, he was an ironworker you know, an old-time badass” Ken said, *“He worked long hours yet nothing seemed to bother this man. His kids respected him and looked up to him, and rarely got out of line. He was exactly how I wished my Dad would have been”.*

Ken explained that he had been an only child. His mother had left Ken’s father before he was born, and relocated across the state. His father later died in a car accident while intoxicated.

Ken continued,

“He would come home from work and play ball with us for at least an hour everyday. Looking back I know he must have been tired, but he never missed a day.”

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Without virtually any prompting or questioning, the answers were spilling out of Ken's mind, where they had been lying dormant all along.

"I know my step kids want more attention. Their mom is so busy with the baby, and I was gone for a whole year. I mean, I don't even know them all that well yet, but I know what its like to be a kid and crave attention."

The deluge of direction continued,

"Bill would have never have allowed that. He had a 'sixth sense' when it came to his kids. He was the guy that would show up five minutes before you did something wrong, you know, when you were still just thinking about doing it. He always knew if there was a problem with one of his kids, and never wasted time asking them what was wrong, he 'just knew' and would fix it".

"What was Mr. Hardy's[14] *relationship like with Billy's mom?"* I asked.

"Oh they loved each other, I mean like 'Notebook' loved each other. I don't know that they ever fought. Mr. Hardy was a charmer, and the other women around all thought he was hot stuff, but he really loved his wife," he said.

"It sounds like they had a wonderful relationship," I added.

"Oh they did. Even after seven kids Mrs. Hardy was still a good looking woman. I'll admit I had a crush on her when I was about

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[14] You'll note that I referred to the man as "Mr. Hardy" here instead of "Bill" to keep Ken associated into his younger self, making his recollection of the man's character easier to call up. You'll also note him matching me in his answer, referring to him as "Mr. Hardy" as well, despite having initially referred to him as "Bill".

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eleven. Mr. Hardy was a lucky man to have a great woman like that love him and seemingly cater to his every need".

Over the next several minutes, Ken and I discussed what it would take to model Bill Hardy when interacting with his wife and kids at home. Ken told me that he was confident that this would allow him to be much more patient and understanding, and that he would proactively show the older kids more attention by spending time and playing with them when he got in from work each day. He was also excited at the prospect of getting the radiant, glowing woman with whom he'd fallen in love with "back" as a result of the dramatically reduced level of stress that he would be creating while serving as the "agent of change".

I explained to Ken what he already knew, that by modeling Bill he would build reference experiences upon which he would create a belief about himself and his ability to be an excellent father and husband.

Ken thanked me for my help, and "apologized" for "rambling" to me. I assured him that his "ramblings" were extremely useful, and that my job was to listen and assist him in extracting the correct answers to his challenges from his own mind. Ken commented that he was in a sense frustrated with himself for not arriving at this conclusion on his own, particularly with his prior knowledge of NLP and the very method that I was recommending. I put his concerns to rest by reminding him that NLP teaches us that we "already possess all of the internal resources necessary to accomplish anything that we want", and that my job was often to be a "locksmith" of sorts, helping others gain access to their "hidden" resources.

Ken remained a client for a few months, having purchased a three-month package, and we spent the majority of the remainder of our time further enhancing his communication skills, both for leading his troops and deepening the bond between himself and his wife and kids. Additionally I provided Ken with a good deal of instruction on conversational hypnosis, which proved to be a lot of fun.

Ken still checks in with me every two months or so, and issues me reports on the home front. He is proud of who he is now as a husband and father, and regularly tells me that he can't imagine it being any better than how he has it. He has since referred two young Lieutenants in his command to me for work on communication skills and leadership strategies.

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Modeling is a simple and effective technique that produces a holistic effect on all three components of state. It is one of the very first methods identified by Bandler and Grinder when developing NLP.

Identify various states that you feel would prove to be useful in different contexts. If you feel that you are deficient in your behavior, or find yourself frequently in an undesired state when it certain situations, consider who you could model in those moments in order to become more resourceful, and ultimately, more effective.

Who would you model if you wanted to feel more confident when communicating with potential mates, more assertive in business situations, more comfortable in large groups of unfamiliar people, or more able to showcase your talent in a competition?

These are obviously just a few examples of states for which you may want to identify others to model. I encourage you to develop your own list, and get to work navigating those situations as if you were that person.

Later, when we get into the subject of beliefs, you will see how reference experiences form the foundation of many of your beliefs. Modeling others is an excellent way to create new, empowering reference experiences on which you can construct strong beliefs that serve you and propel you towards your desired outcomes.

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Chapter Seven
Anchors Away!

In this chapter you will learn how to create and use a variety of different types of "anchors" to elicit the states that you desire on command.

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Anchors

Anchoring is a term borrowed from the world of Neurolinguistic Programming (NLP). Anchors are those internal or external “triggers” which elicit an internal response. In essence, the concept of anchoring is similar to Pavlov’s “classical conditioning”. What Pavlov was able to do was create an association in the minds of his dogs between the sound of a ringing bell, and feeding time. By ringing the bell just prior to feeding the dogs for an extended period of time, he was later able to cause the dogs to salivate, in anticipation of receiving food, by simply ringing the bell. He created what we refer to as an “auditory anchor” in the minds of the canines.

As a human being, you have many “anchors” that cause you to assume a particular state. You may or may not be consciously aware of these associations.

As you can imagine, you now possess, and are capable of developing, anchors to both positive, and negative states. Your mission should be to identify your personal anchors, determine which are associated with positive states, and which with negative, and seek to eliminate or reprogram the negative anchors while creating a larger toolbox of anchors to positive states.

It would be easy for me to dedicate an entire book to the topic of anchoring, and I very well may do exactly that in the future. For the purpose of this book however, I will be providing you with an introduction to several common types of anchors, teaching you a simple process for creating new anchors, and demonstrating how to eliminate a negative anchor.

The categories of anchors that we will be discussing in this chapter are:

- Visual Anchors
- Auditory Anchors
- Kinesthetic Anchors
- Olfactory Anchors
- Gustatory Anchors
- Spatial Anchors
- Context Anchors
- Costume Anchors

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Visual Anchors

Visual anchors are those images, whether external, or internally represented that are linked in your mind to a particular state. Like all other forms of anchors, visual anchors exist to both desirable and undesirable states.

Think about what you might experience internally while driving if you glance in your rearview and see flashing police lights.

Think about the power of symbols such as the swastika, the Star of David, the hammer and sickle, or the American flag. For many, these symbols represent strong, visual anchors.

Perhaps coming across an old photo of a childhood friend who passed away elicits a certain state inside of you. Likewise, an old photo of an ex love who did you wrong might create an entirely different feeling.

A somewhat dark, comedic example of visual anchoring can be found in the documentary “Supersize Me”, by Morgan Spurlock. In the film, the main character eats nothing but McDonalds menu items for each of three meals per day, for one whole month. The purpose is to show the detrimental health effects of doing so.

Morgan mentions that for many, the sight of the “golden arches” of McDonald’s logo creates a warm feeling associated with good times in their childhood. This type of formative years programming associated with a certain brand is very powerful in establishing brand loyalty. Morgan states that, to counter this effect with his own son, he will “punch him right in the mouth” every time they drive past a McDonald’s.

An extreme example, no doubt, but it speaks to the power of, and references the creation of visual anchors.

Think about several visual anchors that you already have associated with certain states. List several that are linked to desirable states, and several that are linked to undesirable states.

Later, you will make use of the power of visual anchors in creating and using your own personal Manifestation Map to install the ideas of your personal standards in your unconscious.

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Auditory Anchors

Like images, we all link certain sounds to certain states. A particular sound to which we have a state linked internally is known as an auditory anchor.

Like all other forms of anchors, auditory anchors can be either positive or negative. Additionally, they can be of the external, or internal variety.

External auditory anchoring involves linking a state to a sound that we actually hear being produced in our environment. Certain sounds like a whaling siren, a bell like those used to indicate the start of a round in boxing, or bagpipes playing "Amazing Grace" might elicit predictable emotions in you upon hearing them.

Internal auditory anchors exist purely in our internal dialogue, and with the sounds that we produce in our minds that others cannot hear.

External auditory anchors are some of the most common anchors that people possess when it comes to activities like training and exercise. Most will tell you that they have a certain song, or style of music that they use to "hype them up", or get them "in the zone". Likewise, a certain song may take someone back to a place or time where they don't want to be internally, and therefore represent a negative auditory anchor.

Recently in a conversation with a friend, she told me that she liked to listen to hard rock or metal music primarily while lifting weights, but when attempting a new personal best lift, she would play Otis Redding. She said that this *"calmed her down, and allowed her to focus completely on what she was about to do".* She also told me that she had certain songs or artist that she "had to" listen to when engaging in a range of other activities. Whether or not she was aware at the time, she had a fairly sophisticated series of auditory anchors already in place.

I personally have a host of songs, and bits of internal dialogue that I have anchored strongly to various states. After working to enhance these anchors, I am now able to cue up a certain song in my mind, and play it in loud, concert quality sound to elicit the state of my choosing.

Identifying and creating auditory anchors provides you with another tool that you can use to manipulate your state. Learning to "play" your anchored song internally, and crank up the volume and sound quality to elicit and enhance a desired state represents the next level of comprehension and proficiency at using these powerful tools.

Think of some auditory anchors that you already possess. List as many as you can, both positive and negative.

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Kinesthetic Anchors

A kinesthetic anchor is a touch or specific pattern of movement that produces an automatic response in you or another person. If you remember back to the chapter on changing state by changing physiology, you'll remember that we all have links between movement patterns and emotions. Learning to identify, and create kinesthetic anchors provides you with yet another effective tool for manipulating your state.

Creating a Kinesthetic Anchor: The "King Move"

Kinesthetic anchors are very powerful tools. Since the creation of a kinesthetic anchor involves linking a specific pattern of movement to a certain state, the entire process capitalizes greatly on the fact that state can be easily altered by changing one of its three, inseparable components: physiology.

Kinesthetic anchors are also very useful because they only require your body to fire off. Since your body is always with you, you are always prepared to use a kinesthetic anchor to elicit a state that you desire.

Here's a simple technique that you can use today to build your own highly effective, personal "King Move", to instantly assume your peak performance state on command.

Step One:

First you must **recall three times** in your life where you experienced the state that you wish to anchor.

When did you feel on top of the world and unstoppable?

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When did you really feel “in the zone”?

When did you feel as if you could do anything you wanted to?

When did the idea of failing or losing seem like an impossible outcome?

Take a moment and think about this. Really focus your internal resources on identifying three experiences that were absolutely extraordinary.

Once you have your three, you’re ready for step number two.

Step Two:

Think of a distinctive movement that you would like to be able to execute, in any situation, in order to elicit the state that you are anchoring. This can be a pump of your fist, a quick “dance”, or something a bit more pro-wrestling inspired. Just be sure that it is a unique, and quick movement that you do not commonly perform in your everyday life.

Step Three:

Close your eyes and revisit the first of the three moments. Associate with the experience, step back into your body and live it as if were happening now.

Make special note of each of the following bits of sensory data:

What do you see?

Where are you located as this is happening?

Who is around you?

What visual stimulus is enhancing the experience for you?

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What do you hear?

What is the soundtrack of the scene?

Are other people speaking, cheering, or praising you?

What is entering your brain through your ears that is making this moment extraordinary?

What do you feel?

Are you standing, seated, laying down?

Are you holding anything?

What is the temperature like where you are located?

What visceral sensations are you experiencing internally as a result of your triumph?

Take the time to really ask and internally answer each of those three questions. As you recall the sensory data that you received in that moment, relive the experience by seeing it again, hearing it again, and feeling it again.

Use your infinite internal resources to transport yourself one hundred percent back into that moment, and totally re-immerse yourself in that wonderful experience.

Step Four:

Once you are completely experiencing that moment of absolute power, once your breathing is the same as it was at that moment, your heart rate is accordingly elevated, and you once again feel totally unstoppable,

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Open your eyes and powerfully perform your preselected movement of choice, while speaking a single word or phrase to accompany it.

You should feel a bit of a rush upon firing off your developing anchor. By completing this process you have successfully hypnotized yourself and assumed a trance state in order to revisit the experience internally (*congratulate yourself on making another significant bit of progress towards mastering your emotions*). Now your mind and body have begun to create a link between that powerful internal state, which we used past experience and sensory acuity to elicit, and that specific movement (physiology).

Step Five:

At this point, repeat the process, beginning in step two, for each of the remaining two experiences that you have preselected. The variance in the memories will force you to recall different sensory data from each experience, and elicit the same desired state three different ways.

Each time you fire your new “King move”, and speak your chosen word (an ancillary auditory companion to the kinesthetic anchor) after assuming the desired state, your unconscious will create a stronger link between that unstoppable state, and your brand new secret physiological weapon.

There is no real limit as to how often you can perform this exercise in the beginning. I highly recommend that you complete all of the steps (keeping the movement and word consistent each time) at least once per day for the first several weeks. Focus on the quality of the experience over the quantity of repetitions, but complete the exercise as frequently as possible.

It is normal to experience a “rush” as I described after only the first or second time through this process (after all, you are eliciting that peak performance state), but within a few days you will have built the anchor and be able to assume the desired state simply by completing the movement and speaking your word.

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While it makes a lot of sense why you would elect to anchor a state of peak performance as described above, this same process can be used to anchor a specific movement to any state of your choosing.

For instance, you might wish to be able to elicit a state of calmness under pressure.

You might wish to be able to elicit a state you previously experienced where you were highly creative, or incredibly productive.

You might create an anchor for a state of tranquility that can be used in situations where you might otherwise feel panic or anxiety. I've used this method to help many people overcome fears or phobias associated with certain contexts, images, or sounds. We call these "security anchors". I recently assisted a female client in creating a security anchor that allowed her to overcome the anxiety that she was experiencing upon boarding her sailboat following two bad experiences at sea.

Perhaps you want to anchor a state where you are incredibly charming or attractive to potential mates. If this is the case, follow the same procedure, recall three experiences where you felt that way, relive them, and fire your anchor.

If you do not have your own reference experiences to recall in the elicitation portion of the exercise, think of another person, perhaps a movie character, who acts the way that you would want to in that situation. This represents an excellent opportunity for you to practice your ability to model him/her. "Become" the character, and experience the situation as he or she would. If you don't think that you are capable of doing that, consider how you would take on the role of your favorite character or hero when you played as a child.

Remember, you already have every internal resource you need to accomplish anything that you wish to accomplish.

Whatever the state you wish to anchor, the process of creating the mind/body link remains the same. Be sure to select distinctive movements for each state so that there is no physiological confusion in the patterns. The movements need not be dramatic; a simple squeeze of your opposite thumb, or exaggerated stretching of your fingers at your side would work well for something like a security or tranquility anchor, though a large, fast movement such as a feigned punch or self high-five makes a great, energetic physiological action to anchor to a peak-performance, "unstoppable" state.

Use this tool to create a physical "vocabulary" of movements that you can use to elicit your desired states as if you are selecting your favorite tunes on a jukebox.

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Note: You can also use the above process to create visual, auditory, olfactory, or gustatory anchors. Simply follow the same steps, and introduce the stimulus when you are fully and deeply associated into the desired state.

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Olfactory Anchors

Olfactory anchors are smells that we link to a certain state. The sense of smell is the only of the sensory systems that has a direct link to the portion of the brain that assigns emotional states to anchors, the amygdala. The accepted theory is that this is true because of its connection to the procreation instinct. This makes olfactory anchors very powerful.

We all possess olfactory anchors that are important to our survival. Sour milk, or rotten foods smell repulsive to us because they would make us sick if we consumed them.

Like all other categories of anchors, those of the olfactory variety can just as easily be linked to a positive state as they can to a negative one.

Have you ever smelled someone's cooking and been reminded of Grandma's house as a kid?

If you're a male, has the delayed reaction "cloud" of perfume that hit you when a woman walked by made you feel a sense of arousal?

I once worked with a female client who had previously been in an abusive marriage. Her husband was physically abusive to her regularly, and she ended up fleeing the state as a result.

She was a receptionist in a doctor's office and got along well with the staff. Then a new, young doctor took a position in the practice that wore the same cologne her ex husband used to wear.

Her day would be "ruined" upon smelling him pass by or stop to speak with her. She told me that he really was a nice man, but that she hated her ex husband so much that she found herself unexplainably disliking this new doctor. Sensing her awkwardness around him (behavior as a result and as a component of state) there was unnecessary friction between them that was making her uneasy about the entire experience of working there.

Imagine if she were to have given up her well-paying job, in an environment that she enjoyed as a result of one man's choice of colognes.

Fortunately I was able to help her overcome this obstacle by creating a kinesthetic "security" anchor that she could "fire off" in his presence at first, and was also able to assist her in altering her representation of him as a person (which required another form of visual anchoring). She "recovered" fully and was able to work and function in that environment quite well. She and the new doctor even developed an excellent, friendly, professional rapport.

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Some use aromatherapy extensively in creating positive anchors to empowering states. I prefer to create olfactory anchors with colognes or perfumes (as part of a “costume anchor”- to be explained shortly) to associate with states of power and success.

Think of a few smells that have the ability to put you in a certain state, whether positive or negative.

What are a few smells that you really like that you could anchor to a state of power or maybe a state of serenity?

To create an olfactory anchor, simply use your internal resources to associate deeply into the desired state:

- Recall an experience where you were in the state that you would like to anchor
- Revisit the sensory data that you were receiving in the moment, see what you saw, hear what you heard, feel what you felt
- When you are at the “peak” of the state, fully “living” the experience as if it were happening in the present, introduce the smell.
- Repeat this process as needed until the smell snaps you into that state on demand

Might you link a certain body spray to a state where you feel immensely assertive and demonstrate the ability to convey information clearly and completely? If you’re a female going into a business meeting, this could be of great use.

How about creating soothing, calming anchor to the smell of leather? A quick “sniff” of your watchband might become a secret weapon in a stressful exchange with your wife or girlfriend.

Develop a few solid, effective olfactory anchors to the states of your choosing, and add them to your growing collection of tools of emotional mastery.

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Gustatory Anchors

Gustatory anchors are those that link a certain taste to a particular state. Like olfactory anchors, many of these are critical to our survival. Gustatory anchors are what tell us to finish chewing, and swallow a type of food instead of spitting it out. If you've ever taken a big chug of milk that you didn't realize was expired, it was the gustatory anchors for survival that kept you from sipping the rest of the carton poolside and getting sick.

While these may not seem as useful on the surface, in terms of life enhancement, as say a powerful image or uplifting tune, gustatory anchors can be extremely powerful when they are created and applied correctly.

The following story will illustrate how I successfully created a gustatory anchor to aid a young man in overcoming a particular sports psychology issue.

Kevin's Magic Bubblegum

Roughly a year ago as I write this, I had a middle-aged client named Tom who I assisted in quitting smoking and overcoming some apprehensions in his professional life. Tom had a teenage son named Kevin who he asked me if I would be interested in working with.

Kevin was a standout baseball player in middle school (sixth to eighth grade locally). He was big for his age, and was such a star player that he was invited to play on the varsity team in his freshman year of high school. This was relatively unheard of at Kevin's school, and the upper classmen were less than enthused about the youngster being ushered onto the team.

Tom had told me that the older players intimidated Kevin. He had not come out and said it just yet, but Tom knew his son. He could see the difference in Kevin upon returning from practice each day. The boy who was once so elated about an opportunity to play his sport was now quiet and reserved when he got home, and was rarely seen practicing on his own as he had since he was just little.

Tom watched one of Kevin's practices from the parking lot one day. He saw his boy being struck out, and consequently ridiculed, time after time. He knew that, if his "mind was right", Kevin would be smashing those pitches over the fence, but that he was letting the other players "get in his head".

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I agreed to meet with Kevin, and did so one afternoon in between phone sessions. When he arrived, I invited him to walk with me the short distance to the convenience store on the corner to pick up a few things. I asked him about baseball on the walk, and told him of my own time in the sport. As with any client, I knew my outcome, and knew that I would absolutely fix this problem for Kevin, but was not yet one hundred percent sure of the approach I would use. I was using this trip to the store to investigate a "hunch" that I had regarding the use of a particular method that I had in mind.

Kevin and I grabbed a few Powerades and headed for the cash register. I looked at the selection of gum and mints that was displayed below the counter, and noticed a new kind of bubble gum that I had never seen before. While I don't hate chewing gum or anything, I've never gone out of my way to buy it or chew it. I bent the truth a little bit (ok I flat out lied) for Kevin's sake though, and told him that I was a voracious gum chewer. I knew that he respected me immensely, so I was setting the stage for what I was to pull on him later.

"Do you chew gum?" I asked.

"Nah, not really" he said*, "I mean I like it but I never really but it or anything".*

"Not me man, I love it. Oh man, I've never seen this one before, it must be new".

With that I picked up two packs of the "new" gum, paid for the other items, and headed back to the office.

When we returned, Kevin and I had a seat, and I began asking him some more questions about the game. I knew he was passionate about it, but that the other players had eroded his confidence. I asked him what it was about baseball that he liked so much.

He replied,

"Everything, I love everything about it. Since I was little it just felt right, you know? I love fielding, I love hitting home runs, hearing the people cheer, it's everything to me."

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“It’s awesome that you have the opportunity to play varsity this year man, and as a freshman! That’s crazy”.

“I know, it’s really awesome, but I don’t know if I’m gonna be able to play much this season”, he said with a saddened tone.

“Why is that?” I asked.

“The Coach says I probably should have played JV (junior varsity) for a year or something, you know, get some experience”.

“Experience?!” I asked, *“You’ve been playing baseball your whole life, you’re the best kid in the league”.*

“I’m not playing that way now,” he said, increasingly down.

“What do you mean?” I asked.

“I don’t know, I just can’t seem to hit the ball. It makes me mad too because I’m missing pitches I should definitely be smashing over the fence.”

“Why do you suppose that is?” I asked.

“I don’t know, I guess these pitchers are just older and better than me right now”.

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“Alright”, I interrupted*, “Let’s see if we can work on this, but first I need to get a feel for how you do what you do when you’re unstoppable at the plate”.*

“Ok”, he said, *“how do we do that?”*

At this point I had Kevin close his eyes and recall a time where he felt absolutely invincible while batting. I asked him to remember an experience where he was completely certain that he was going to crush anything that the other team’s pitcher was silly enough to throw across the plate. Once he had identified this particular experience, I had him take me through the experience.

“What do you see right now Kevin?” I asked.

“I’m looking at the pitcher, but I can see the fence over his shoulder where I’m about to put the ball”.

“How do you know you’re going to put it there?” I asked.

“I just know. It’s what I do. Now he’s motioning ‘no’ to the catcher’s first sign, he must not have wanted to throw that pitch. This guy’s cocky though; he probably thinks he can burn me with his fastball”.

Kevin was in the experience alright.

“What do you hear Kevin?” I asked.

“I hear my teammates in the dugout cheering me on. I hear my coach telling me to put it over the fence. I hear the crowd cheering. I hear the catcher slapping his glove and adjusting his stance behind me”.

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“What do you feel Kevin?”

“I feel the bat in my hands. I’m squeezing it hard. I don’t like to wear gloves, I feel the wood on my palms.”

“What do you feel inside?”

“Ahhh, I feel amazing. I love this feeling; it’s like I’m King. This pitcher can’t strike me out on his best day”.

“Be there Kevin”, I said, *“Live it like it’s happening right now”.*

My last command was slurred as I stuffed a big piece of the bubble gum in my mouth.

“You there Kevin?” I asked.

“Yeah man, I’m there. Gonna crush this ball”

“Awesome man. Stay there, keep the experience going. Make it stronger and stronger, more and more intense.”

“Easy stuff man, I love it”.

“Aw man” I said, *“Kevin I know you’re busy but you HAVE to try this gum”.*

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With that I unwrapped a piece of the gum and basically stuffed it into his mouth.

"Alright Kev, now the pitch is coming, rip that ball OVER THAT FENCE!" I shouted.

With that Kevin stood up out of his chair and pantomimed his swing. I was glad there was no bat in his hand due to my proximity, as he would have more than likely sent my head across the street.

"Open your eyes Kev", I said, *"Let's go for a walk".*

We walked out the door of my office and out towards my car. I pretended to need to grab something out of it, but was really using this as a way of breaking Kevin's state, "resetting" him for the second phase.

"How's that gum?" I asked him.

"This is seriously the best gum I ever had", he said.

BAM! Damn, JP is good.

"Alright man, let's go back in, I need you to walk me through another time where you felt unstoppable".

Kevin and I walked back in to the office and took our respective seats once again. I led him through the same process of questioning about the second experience.

When he was completely in state, I commented,

"Kevin seriously, how good is this gum?"

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Before he could answer, he again sprung to his feet and took another swing, presumably knocking the stitches over another imaginary baseball.

*"It's f**king good",* he said, looking at me as if to see if an apology was needed for his swearing.

*"F**k yeah it is",* I added, eliminating his concerns about his choice of language and deepening our rapport.

"One more time Kevin", I said, *"You have to take me through one more experience where you were absolutely certain that you were going to crush that ball".*

We repeated the process for a third time. When he was just about to hit the ball I interjected,

"Kev here, mine lost it's flavor, have a new piece" as I stuffed a second, fresh piece of the gum into his mouth.

Again he "smashed" imaginary ball high over the outfielder's head and over the imaginary fence.

"Damn man", I said, *"Lost track of time. I have to be on a call in ten minutes".*

Kevin looked confused, but was still worked up from three trips to his favorite state on earth.

"Come by tomorrow after practice and we'll finish up", I said, *"Oh and here, take this pack for the road".*

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I handed Kevin the second pack of gum that I had bought earlier. He accepted it graciously, again commenting on how "amazing" it was.

The next day Kevin returned to my office on his way home from practice. He was a different kid than the one who had visited me the day prior. He was walking tall and proud, it was easy to see that he had played well that day.

"What's up man?" I asked him.

"Just had an awesome practice. I hit everything they threw at me. The seniors couldn't even talk shit to me today".[15]

I could see that he was chomping away on a big wad of gum.

"That's awesome man" I said, *"I see you must really like that gum?"*

"Yeah man, I ate the whole pack you gave me and picked this up before practice. The coach actually busted on me for blowing bubbles at the plate, but he didn't seem to mind when I hit almost every ball his star pitcher threw at me deep. So what are we going to go over today 'Coach'?" he asked.

"Today? Nothing, you're going to go home and do your homework".

Kevin looked confused, so I decided it was time to let him in on what I had done.

I gave Kevin about a five-minute crash course on anchoring. I explained to him that I had kind of tricked him into anchoring the gum to the powerful state he associated into when he recalled those three experiences. I went further by

[15] Note that, despite Tom's mention of his suspicions as to the root of Kevin's lack of confidence, Kevin had never volunteered to me that he was being harassed by the older players until now, nor had I inquired or made mention of it.

telling him that now the gum was like a performance enhancer for him, he could chew it and it would "magically" put him in that state where he was unstoppable.[16]

I'm proud to say that Kevin did incredibly well that particular season. He was towards the head of the league in homeruns and RBI's, and has a promising year ahead of him next season.

Who knows, maybe Kevin will score an endorsement deal from the gum company when he's in the majors and throw old JP a few million as a thank you?

One can dream I suppose…

I included this story in this book to illustrate the power that a seemingly "unimportant" class of anchor like the gustatory variety can possess if it is correctly linked to a desired state.

Kevin has a "secret weapon" now that he can use to put himself in state whenever he wishes. His mind and body have linked that peak state of performance with the taste and sensation of chewing that particular gum.

Think of how you might use a gustatory anchor in your life.

Where might this be useful?

Popeye had his spinach; maybe you will link a peak performance state to a type of gum like Kevin did, or maybe a debonair, lady-killer, confident state to a type of breath mint?

Remember, he or she with the most options for achieving his or her outcome in a situation often has the most power.

[16] My reasoning for explaining it to him in this manner was to create an ancillary "placebo" effect in his conscious mind to add even more "power" to the gum as an anchor. Now not only did he have the gustatory anchor, he also had a belief that the gum was "magic" in a sense. Reinforcement is never a bad thing.

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Spatial Anchors

Spatial anchors are those that elicit a certain state, whether desirable or undesirable, when you visit a specific location.

For some who have since moved away from the area in which they were raised, a trip to their “hometown” might put them in a serene state, full of great memories. For others, a similar experience might elicit a state of anger, unease, and resentment.

Using an example from the world of competitive Powerlifting, consider that “Westside Barbell” in Ohio, and “Big Iron” gym, in Nebraska are considered to be two of the most elite training facilities in the sport. Both gyms have produced countless world level lifters, yet they train using radically different methods.

Louie Simmons of Westside Barbell advocates a method of training that is derived from old Soviet Weightlifting principles. Lifters at Westside employ a variety of devices such as elastic bands, chains, and weight releasers to add a multitude of training effects designed to produce the outcome of an increase in maximal strength.

Rick Hussey of Big Iron used a more conventional approach of “straight weight” primarily, shunning the add-on devices and “unconventional” methods of Westside and sticking to barbells and plates.

Of course each approach is believed to be the correct approach by those who employ the respective methods, and each has produced champions. Loads of other Powerlifting gyms around the globe use either “Westside” or “Big Iron” methods, yet have not produced the same level of results or gained the same amount of notoriety.

Is it the methods used, or is it perhaps the environment of success at each gym that is responsible for the success of their lifters?

In keeping with the above theme, Zack McMenamin, a long time friend and former training client of mine, who graced the cover of my early, strength-training hit “The Greyskull LP”, remarks that he never has training sessions as good as those that he has when he is “*at home at Greyskull* (my gym)”. Now, Zack currently plays football for a university with a well-equipped and staffed strength training facility, and continues to use my methods in and out of season to train, yet does his best work on the cheap, well worn equipment of the gym that he considers his “home”.

We all have spatial anchors to both positive and negative states. Where are some places that you travel to or visit regularly that elicit a certain emotion for you?

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How can you maximize the effects of spatial anchors to increase your productivity, resourcefulness, or quality of life?

Some who work from home find that they do their best work in their own living space. Others, like myself, find it difficult to allocate the appropriate focus when surrounded by an environment that they prefer to associate with unwinding and relaxing.

If you're a writer or blogger, perhaps you find that you are more easily inspired, and/or more creative when you write in a certain location.

Some find that they are able to do their most effective critical thinking while walking through a certain park, or part of town. Is there a place you go when you have a difficult decision to make?

Rehabilitation facilities and "couples retreats" are often located in warm, tropical settings, where most feel an improvement in their state and are therefore more open to the idea of making lasting changes for the better.

Marketers understand the idea of location and state, often placing items with a high probability of becoming an "impulse buy" near a checkout area where people are already in the state associated with making a purchase.

I use the concept of spatial anchoring when working with clients face to face. You can imagine that it might be more difficult to assist someone in overcoming a crippling phobia or limiting belief while shouting over people in a crowded train station than while sitting in comfortable chairs in my office with relatively dim lighting and soft music.

"What happens in Vegas stays in Vegas", can you see the spatial anchoring to a specific state that might be conveyed in that advertisement?

As I said before, we all have spatial anchors to both positive and negative states. Draw upon the resources of your mind to identify a few locations that you associate with a positive or resourceful state, and then come up with a few that you link to a negative state.

Think about how you can leverage the positive spatial anchors to move you forward, and what you might need to do (or not need to do) in order to change the link that you possess with the negative ones.

Are there some places that you may just wish to avoid altogether?

Are there others that you feel you should spend more time in due to the positive, empowering state to which they are anchored?

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Context Anchors

Some individuals demonstrate an exceptional level of resourcefulness in certain contexts, while displaying a seeming lack of the same skills in others. This is an incredibly common thing that I run into while coaching clients.

Take for instance a man who thrives on meeting new prospective customers for his father's construction business, enjoying the act of interacting with a variety of people and persuading them to do business with him. This same man loves to connect with new "allies" in business as well, forming new relationships that are mutually beneficial and allow his business to grow. Now, place that same man in a role that he describes as "HR" (human resources), where he has to interact with and motivate the employees of his company during periods of lesser growth and activity, and he'd just as soon jump into traffic.

Likewise, take my good friend "Bob", who is one of the most comical and interesting human beings that I am fortunate enough to interact with. Around "the guys" he is the star of the show, taking over the room and keeping everyone in stitches. Put him in front of women however, and he operates under the belief that he is without the resources necessary to engage and attract women.

We all have contexts in which we thrive, where we perform at our absolute best. We also have those in which we feel uncomfortable, and are "unable" to demonstrate the same level of proficiency that we freely display in a different setting. The key is identifying these patterns, and understanding that we are "capable" of utilizing our resources equally well in both environments. From there the work is done on the beliefs associated with the specific context in which we feel that we "lack", and the challenge is resolved (more on beliefs later).

What are some contexts that you find yourself in where you operate at the peak of your capabilities?

Where do you really shine?

How might you continue to leverage these contextual anchors in the "comfortable" settings, while learning to "be more like *that* you" in the "uncomfortable" ones?

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"Costume" Anchors

I use the term "costume anchors" to describe the effect that a certain article of clothing, hairstyle, outfit, or other external addition to your appearance can have on your state. Whenever I discuss this topic I am reminded of Randy Gage's words that have stuck with me for years,

"Wealthy people drive clean cars, live in clean houses, and dress well".

While the clean cars and clean houses components of his "formula" do not qualify as costume anchors, (both being examples of spatial anchors) the latter piece, dressing well, is a great example of costume anchors at work.

Consider how you feel as you travel about town, interacting with people while dressed in sweats and a baggy, not-so-fresh, tee shirt. Now imagine that, if you're a man, you haven't shaved in a few days or, if you're a woman, you have no makeup on, and have your hair pulled up in a messy bun.

How would you feel running into a person that you are interested in sexually?

How about a client, co-worker, or potential employer?

Now imagine yourself in the same contexts, dressed well, and genuinely looking well put together. What is different about how you feel in the different situations?

While it's true that the "clothes don't make the man (or woman)", you'd be hard pressed to find a person who would not admit to creating a better representation of the situations in which they projected a more deliberately successful appearance.

This isn't just limited to the above examples. I have a good friend who works as an undercover police officer. He frequently deals with narcotics cases, and has told me that the key to his adoption of a state that is necessary to build proper rapport with those who he is targeting, is getting the "look right". This is true whether he needs to appear to be a back alley crackhead, with dirty clothes and the oldest sneakers he can find, or a serious "player", walking the walk of a high-rolling dealer. In each case, in order to play the role, he has to look the part.

Think of some costume anchors that you personally possess already. If there is a particular "look" or style of dress that you associate with your personal success, consider what would be involved in increasing the frequency with which you present yourself that way.

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Chapter Eight

Eliminating Negative Anchors

In this chapter you will learn how you can rid yourself of anchors to negative states. You will see a few real world examples of this idea in action with actual clients.

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Eliminating Negative Anchors

As you now know, we all possess a variety of anchors that elicit a variety of states. While a strong anchor to a resourceful state that serves you in some manner is a good thing, an existing anchor to a negative state can be a destructive thing.

It is important to be able to understand and identify negative anchors so that they can be eliminated, reprogrammed, or "hi-jacked". There are many processes that you can use to eliminate the effects of a negative anchor. Here I will provide a few real world examples of situations where I have assisted clients in ridding themselves of these energy-consuming, parasitic links.

"Susan's" Song

Several months ago I had the pleasure of coaching a lovely young woman named Susan. She had been involved in a relationship with a man for four years until about a year prior to working with me. Susan harbored a lot of anger and resentment towards her former husband, and cited her negative experiences with him as the reasoning behind many emotional problems that she endured in her current life.

She would frequently become depressed, she wouldn't take initiative to accomplish simple tasks that she knew she needed to do, and that caused pain when she failed to complete them. Her professional life had suffered as a result, and she feared losing her job on a daily basis. Additionally, she had gotten away from taking care of her body, and had packed on several unhealthy pounds, largely a result of her increased recreational drinking.

When she would speak of her ex husband, particularly his verbally, and occasionally physically, abusive manner, she would demonstrate physiology and speech consistent with a state of pure anger and hatred. She frequently confessed to "hating his guts", and "wishing he was dead". Predictably, within minutes of demonstrating this state, she would shift her physiology and assume a state of sadness and depression. Along with the change in physiology would come language that accompanied that state, and frequently tears.

The pattern that she was demonstrating is what we refer to as a "crazy eight". Basically she would go into an extreme state of anger, and then shortly thereafter would assume a state of sadness. This is extremely common, and is a result of our inherent need as human beings for variety in our emotions. Essentially she would get very angry at the thought of him, then would get sad about the fact that

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she was angry and that he had hurt her, then go back to anger again when she got “tired of” being sad.

Susan spent most of her days completing this crazy eight over and over. The thoughts of what he did to her consumed her, and sent her into this pattern with regularity.

Knowing what you know now about the relationship between state and behavior, you can see why her performance was subpar, and that she had “let her self go” when it came to her body.

In order to build rapport with her, I empathized with her situation. I even chimed in, commenting on what a jerk this guy had obviously been. I then asked her what it was that made her think of him so much.

Her answer was predictable, but also contained a piece of data which I was able to extract and use to create a quick and effective strategy for overcoming the “control” that these memories were having on her state.

She said,

*“What makes me think of him? Everything! I can’t ever forgive that asshole for what he did to me. Everywhere I look there is something that reminds me of him, it’s ridiculous. I mean on the way here I turn on the radio and of course, the song that was our wedding song was the first f**king song I heard! It’s like he haunts me.”*

Before I get into what I did to remedy the situation I’d like to draw attention to a few things that stand out about what she said.

First of all, does he haunt her?

No. Not in the literal sense.

Is he everywhere she looks?

Yes… Allow me to explain.

As human beings, we are bombarded with data from all of our senses all day long. Millions of bits of data enter our brains, and only about seven to nine pieces

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are processed by our conscious mind. In order for our brains to not explode (not literally people), this process is necessary. This is possible because of a portion of our brains called the Reticular Activation System. This draws our conscious attention to things that we have programmed our unconscious to regard as “important”. This designation is largely a result of our focus, and recent events in our lives, during which we have assigned conscious importance to whatever the bit of data is.

If you’ve ever bought a new pair of shoes, or thought about buying a particular car, do you not begin to “see them” everywhere?

They were always around you, they just weren’t deemed “important” enough to make it past your efficient filters and into your conscious.

If you have kids, have you ever “lost” one for a minute in a crowd? If you have, recall scanning frantically through dozens or maybe hundreds of other people, only to “lock on” to your son or daughter’s “lucky hat” or the book bag they were wearing at the time.

This process is vital, and can be extremely useful in the right context and with the right commands. The lost child example above demonstrates how useful this can be, and in the “Blueprint” part of this book, I will explain how the RAS is your ally once you create standards and gain clarity about the outcomes that you wish to produce.

In Susan’s case however, the RAS was causing her to feel “haunted” by her ex husband. She believed that he was “everywhere she looked”, and she was right. She spent her days focused on the resentment and utter contempt that she possessed for this man, and consequently assigned him a tremendous amount of “importance”. Her RAS was just doing what it was told in finding things all around her that she was then able to distort her interpretations of to support her belief that he was still “with her” and causing her pain, even after their separation.

Ok, so back to the fix.

From what Susan had told me, I was able to determine that one of the anchors that caused her to recall the memory of her ex husband and begin her crazy eight pattern was her wedding song. I asked her what the song was. I smiled to myself knowing that I had that particular song on my iTunes in my iPhone.

I convinced her of the importance of eliminating the association that she had between him and the song by using very vague language, peppered with loads of distortion (Ericksonian Hypnosis at its finest). I was, in fact, “hypnotizing” her into placing an overstated amount of importance on the song.

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I then instructed her to tell me what she would like to feel when she heard that song now. She replied,

“Nothing. I wan to feel nothing. I don’t want it to effect me at all”.

I then reminded me that “nothing” was not an appropriate answer since she would always represent any data input in some way. I asked her again what she would rather feel upon hearing the song.

“I guess I’d want to feel like a winner, like I won by him out of my life. Like now I’m free to be with whoever I want, and find someone who will be good to me and give back what I give them”.

She then expressed how difficult it had been to refrain from adding in a bunch of things that she didn’t want from a future relationship…

She was learning.

I commended her on what she had come up with, and told her to close her eyes and relax. I asked her to imagine the song playing softly in the room. As I said this, I was able to observe her body tense up. Her breathing changed also. This was to be expected, she was getting into the state of anger that she associated with memories of her ex husband.

I instructed her to imagine herself in a particularly bad situation with him, one that she would rate an “eight” on a scale of one to ten, ten being the worst experience she ever had with him.

Using the same procedure that I described in the previous section on “creating a kinesthetic anchor”, I asked her to describe to me what she saw, what she heard, and what she felt while she was deeply associated in that experience. Over the next minute or so, she did an excellent job of conveying to me verbally all that she was experiencing with her senses.

Once she was “there”, meaning that she was fully associated with the experience as if she was living it in the present, I instructed her to rub her left thumb across the tips of her left fingers at her side for thirty seconds while “living” the experience as intently as she could. After the thirty seconds was up, I told her to open her eyes and look at me.

She was a bit shaken; as she was experiencing the same internal sensations that she had when that moment had taken place in the past. I immediately broke her

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state by creating a big change in her physiology. To do this I challenged her to a “power walking race” to the corner of the street and back. She laughed with me at the silliness of the whole thing, and we shortly returned to the room.

When we were back in the room I asked her to rub her left thumb over the tips of her left fingers. As she began to do so, the smile left her face and her head immediately sank slightly. Seeing that the anchor had been successfully created, I clapped my hands a few times and raised my voice to ask her what her favorite movie was. My behavior, and the question I asked were successful in keeping her from getting into the state that she had anchored too deeply. I told her that we were ready to proceed.

I asked her to recall three times in her life where she felt the way that she wanted to feel if she were to hear that song again. It took her a minute, but she was able to come up with three examples of past experiences where she felt an empowered, free, and optimistic state similar to the one that she had described.

I took her through the above process with each of the three experiences, having her associate back into the moment, while describing to me all of the sensory data as if she was there in the present. When she was “there” I would have her anchor the state to the act of rubbing her RIGHT thumb over the tips of the fingers on that hand at her side, the opposite side that I had her anchor to the negative experience.

The only major differences between the creations of the two anchors were:

1. I had her recall the empowering experiences in brighter colors, with more volume in both the background noise and the wedding song, and the image of the experience closer to her as if everything was more “in her face”.
2. I had her repeat the process three times for the positive state as opposed to once with the negative state (I of course wanted the positive anchor to be stronger than the negative one for the next step).

Once I we had finished with the third time through the process of creating the anchor to the desired (positive) state, I once again had her break state by walking around a bit. I then led her through the final piece of the puzzle.

I instructed Susan to close her eyes and imagine the song playing softly in her head. Once she could hear it, I told her to fire BOTH anchors, the left hand (negative), and the right hand (positive/desired) simultaneously. As she did this, her physiology shifted into a pattern that is consistent with a “confused” person. With a calm tone, I told her to continue firing the anchors together, and to let the song continue to play.

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After about thirty seconds, her physiology shifted once again, and a slight smile came on to her face. The positive anchor, having been created deliberately to be stronger than the negative one, had won the battle. The confusion that resulted in the interim was a result of having fired both kinesthetic anchors at once, deliberately putting them at odds with each other.

Once it was evident that she was completely in the positive state that we had anchored to the RIGHT hand movement, I told her to stop firing the anchor with her left hand. I had her continue to do this for another thirty seconds or so as she continued to let the song play in her head.

After the thirty seconds was over, I calmly told her to open her eyes and tell me how she felt. As she was beginning to speak, I hit play on my iPhone, blasting the very song that had served as an auditory anchor to her negative state, and crazy eight pattern before.

She jumped slightly, surprised by the music, but immediately burst out laughing. I asked her how she felt right now,

*"F**king GREAT!",* she exclaimed.

"Do you feel free?!" I asked*, matching her excited tone.*

"Do you feel liberated?! Do you feel as if you can now create the life that you want, and that you deserve? That no man has power over you or your emotions?!"

As I excitedly fired off these questions to her, I noticed that she was ever slow slightly rubbing her right thumb over the tips of her fingers, a movement that, in that moment, she was unaware she was doing.

*"F**K YEAH!"* She shouted.

At this point I extended my arm up high inviting a high-five, which she quickly obliged to and immediately followed with a giant, unsolicited but welcome hug.

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“Here’s the thing Susan” I said, “Now if you ever feel as if you’re in a situation where you are choosing to give power to this man who is nothing to you at this point, all you have to do is fire that anchor and elicit this powerful state that you’re experiencing now.”

Susan made significant progress in her life following that session. Though I had opted to use the process of “collapsing” an anchor to eliminate the link that she had with that particular song, I was able to elicit an incredibly powerful and liberated state from the totality of the experience. Attacking the auditory anchor was merely my inroad to eliminating the entire representation of victimhood and resentment that she had made part of her identity, and associated with all memories of her ex husband.

This allowed her to shift her focus from having been victimized, to being empowered and liberated. As an empowered and liberated person, she demonstrated behavior that was consistent with that identity, resulting in an across the board improvement in her life quality. Her RAS was now “finding” her things that were “important” to her in the present, so the “haunting” had stopped.

Now, when she hears that song she laughs and recalls the experience in my office instead of her previous, negative association.

This story illustrates how using an anchor to change state can have a larger effect than intended at times. You can use the very process I described above on yourself if you have a negative anchor that you would like to “collapse”.

I’ll recap the process for you:

Step One:

Identify the anchor that you would like to collapse, as well as the associated state and the state that you would like to experience upon coming in contact with the anchor instead.

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Step Two:

Use the process outlined in “creating a kinesthetic anchor” to build an anchor while experiencing the negative state and imagining seeing, hearing, or otherwise experiencing the stimulus that represented the negative anchor previously.

Step Three:

Break state by moving around (changing physiology).

Step Four:

Repeat step two with the desired state, and a kinesthetic anchor on the opposite side of your body while still imagining the “bad” anchor. Break state after you’ve done this, and repeat with two more reference experiences (memories of times where you felt the way that you want to feel instead). Make the experiences have more color, volume, and closer to you in your mind.

Step Five:

Break state one last time, and then imagine experiencing the old, negative anchor while simultaneously firing off the two new anchors. You should feel a state of confusion at this point. You’d have to experience it to understand, but it is a strange feeling.

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After a few moments (it may take thirty seconds or more) the positive anchor will "win" and you'll find yourself experiencing the same state that you did in each phase of step four. Release the anchor to the negative state at this point, and continue firing the positive one for another thirty seconds or so, strongly experiencing the positive state throughout.

That's it!

Test your results by imagining a situation where you would experience the stimulus that had served as the negative anchor before. In Susan's case, I was able to literally test this by playing the song.

You should feel nothing in terms of a negative state. If you do, repeat the process again. Performing these exercises provide opportunities for you to further develop your emotional intelligence and master your own states. Like any skill however, emotional mastery requires practice and repetition. Don't fret if you don't nail it on your first attempt, get back on the horse and give it another shot.

(Note: While you can certainly produce great results performing these exercises on yourself, there is no substitute for another person who can read your physiology, calibrate his or her communication based on changes in your state, and guide you through the process.)

While collapsing an anchor is a bit more of a "hands on" technique. The next story will demonstrate the effective use of a much more passive approach to eliminating a negative anchor, with equally positive results.

Remember, it is only the outcome that matters. So long as you are producing your desired outcome in any situation, the method used is of little importance. The more tools you develop, the more choices you have available to you.

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"Norm" and the "Soulless Bitch"

"Norm" is a good friend of mine, with whom I have had a mutually beneficial relationship for many years. He is several years older than me and, particularly in my younger years, was able to provide valuable insights on aspects of life that I had not yet accumulated the level of experience that he had. Likewise, I have been able to contribute my piece by assisting him in understanding how to effectively calibrate his state and emotions in the face of an often chaotic climate in life.

Norm is currently engaged for the first time in his life. Prior to meeting his fiancé, he dated another woman for roughly two years. Just prior to their relatively ugly breakup, she became pregnant with his daughter.

She and Norm parted ways, though he was there for her through the pregnancy and birth. Norm's daughter is truly his pride and joy. He is one of the most involved and loving fathers that I have ever seen.

Despite the wonderful relationship that he has with his daughter, there is still a great deal of hostility present when dealing with his ex. While she of course possesses her own representations of the situation, and motives for her actions, she behaves in a very spiteful manner, and creates arguments with Norm at virtually every opportunity. Were it not for his daughter, Norm would have eliminated this toxic person from his life, however he is forced to have interaction with her on a much more regular basis than he would like.

On several occasions where Norm and I were out and about, she would call him on his phone. Upon seeing her contact information come up on the screen he would immediately assume an agitated, negative state. This would invariably result in communication from his end that conveyed hostility, and an extremely apparent lack of desire to communicate with her. Like clockwork, within a few minutes he would be exiting the room and engaging in a heated argument, normally lasting at least ten-minutes, before returning to where we had been interacting. Upon his return he would always remain in that agitated state for several minutes until I was somehow able to "snap him out of it", normally using humor or sarcasm to change his physiology by making him laugh. Remember that people like people who have the ability to change their state for the better. If you are more committed to holding your positive state than they are to hanging on to their negative one, it is only a matter of time before the infectious nature of your positivity appeals to their internal need for variety and "wins" the fight.

On one particular day, I witnessed him engage in two of these arguments within a short period of time. Both times he had been laughing and enjoying the situation prior to receiving the call, and both times he assumed the negative state immediately upon seeing her name come up on his screen.

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Once I had broken his state after the second call, and returned him to a state of enjoyment, I inquired as to what he felt when she would call him.

He replied,

“Agh, every time it just irks me. I know she wants to start a fight and it drives me insane. I see her name come up on the screen and it just puts me in this shit mood”.

He went on to add that he had assigned a special ring tone to her contact, a very graphic and derogatory song about a “bitch” of, let’s just say, easy virtue. He laughed as he told me this, playing the tune for me, and explaining that it was a “small victory” for him.

He had also assigned a photo to her contact that would display when she called. He showed me that as well, a photo of her drunk at a family event. It was a particularly embarrassing memory for him, and one for which he held a strong sense of resentment towards her.

Despite the fact that he laughed as he explained his “small victories”, I was literally watching his state shift into the same negative one I would witness when she would call as he was showing me the image, and playing me the song.

It was obvious to me that by assigning the ring tone and image to her contact, he had created strong visual and auditory anchors to that particular agitated state. Opting against calling attention to the patterns of distortion and generalization that he had demonstrated in his vocal description of how he represented an incoming call from her, I decided to take the “hijack” route, and address the anchors that he had created.

I asked him,

“If there was one thing that you had to love about “Karen” (his ex), what would that be?”

He laughed and predictably replied,

“Love?! HA, nothing. If it wasn’t for the fact that she was Stacy’s (his daughter) mother, I would hope she died”.

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Bingo. I replied,

“So then if you really wanted to feel great about Karen, you would think about the fact that she carried and gave birth to Stacy, the light of your life?”

As I said these words, I witnessed his state change from the angry, resentful state, to a more calm and reflective one.

“Yeah, definitely. That’s the only nice thing I can say about that bitch”.

I moved in,

“Ok Norm, here’s what I want you to do. Remember how I told you that change makes change when communicating with others? How their representation of your communication to them is responsible for their communication to you?”

“Yes”, he replied.

“Well, think of it like this. Every time she calls and you answer that phone, she can pick up on the hostility in your tone. She harbors a ton of resentment for you too, and since you are the first to speak in those interactions, you set the pace for how the conversation will go. This doesn’t mean that she won’t try to argue with you, or create issues for you to fight about, but you can choose not to enter into the interaction in a state where you are already agitated and annoyed in preparation for a fight.”

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“That makes sense”, he said*, “but how do I do that? As soon as I see her name come up, I know an argument is coming”.*

“Well, for starters, how about changing her name from ‘Soulless Bitch’, to ‘Stacy’s Mom’ in your contacts. Then, instead of that drunken photo that pisses you off, how about a photo of Stacy? Remember that each time you interact with Karen it has to do with issues pertaining to Stacy right? Then you need to change that ring tone. How about that song that you play for Stacy at night when you’re putting her to bed?”

As I was speaking, he was making the changes to her contact information in his directory. He was smirking and nodding his head in agreement as he worked.

A moment later, I changed the subject, bringing up music or something else that we both enjoyed talking about. After about another hour, he was heading out to pick up Stacy for the weekend.

I received a call from him on Sunday afternoon. His state was high, I could tell that he had a wonderful weekend with Stacy, and that he was in good spirits. I decided to test the waters by bringing up Karen.

I asked him if she’d been “blowing up his phone” all weekend, as she was known to do when he had Stacy. He replied that she had called a few times, and that each time she did, he saw the photo of Stacy come up, heard her favorite song, and was reminded why interaction with her mother was important.

He said that he was calm each time as he answered the phone. He began each conversation by asking how she was doing, and telling her how much fun he was having with Stacy. He remarked that she seemed incredibly disarmed, and initially made several attempts to provoke an argument, which he navigated well, refusing to give energy to her efforts, and bringing the subject back to their daughter, and the fun times they were having together.

He added that Karen had initiated a text message conversation with him on Saturday night, after asking to speak to Stacy on the phone before bed. She told him that she thought he was a great Dad, and that she wished that they could interact without fighting as much for Stacy’s sake. Norm expressed to her that he wished for the same thing, and they both agreed to make an effort to do so.

Norm thanked me for my advice, and told me that he had since used the same technique with a few business contacts that he would frequently get into it with over the phone. He assigned them images that had to do with increasing financial abundance (the underlying positive intention that had created the

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relationship) and assigned the song *"For the Love of Money"* by The O'Jays as the ring tone for each. He said that he now entered into interactions with these people in a different state, brought on by the newly created anchors, and was therefore much more effective in his communication.

This is just one simple example of the power that anchors can have in changing your state. Norm had unknowingly created a few negative anchors, framing his actions as "small victories". Swapping them out for a few that anchored more resourceful states, his behavior was influenced, and he became the agent of change in charge of the interaction.

Recognizing your existing anchors to negative, unresourceful, or unproductive states is the first step in eliminating them, and/or replacing them with anchors to more desirable states. Once they are brought to light, you can employ a variety of methods to rid them of their power. The two stories above provided you with a few examples of how this process is done.

What are some negative anchors of the various categories that you can think of?

How might you eliminate them from your life, or rid them of their ability to affect your state?

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PART THREE
The Blueprint

In this section you will learn how to create the holistic "blueprint" necessary to gain clarity, eliminate limiting patterns of belief, and establish solid, yet flexible action plans to produce your desired outcomes.

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PART THREE: Section One
Chapter Nine
The Five Major Life Headings

In this section you will learn about the five major areas of your life in which you will be working to create progress and build a richer, fuller existence.

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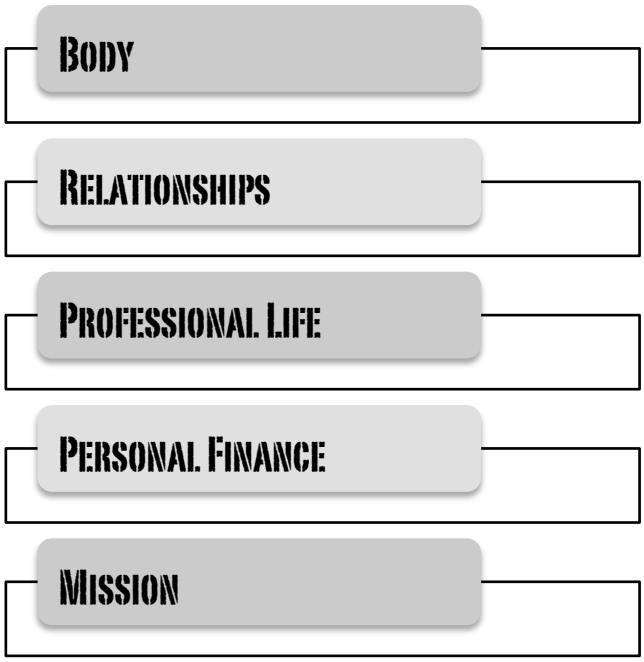
The Five Major Life Headings



The above diagram depicts what I call the “Five Major Life Headings”. These are areas of your life in which you need to be making progress, or otherwise feel good about, in order to feel truly fulfilled.

Each heading is like a single piece of the overall puzzle. When you feel as if you are standing still, or worse, losing ground in one or more of these headings, the others will suffer as well. Only when you have a clearly defined destination for your travels in each, and are moving closer to said destination through the actions you take will you experience an optimally “balanced” and fulfilling existence.

Let’s examine each heading, and the contribution that it makes to your quality of life.

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Body

Your body is the vehicle in which you experience your life. Health is of obvious importance, since in order to enjoy your life you first need to be alive. Taking measures to ensure that you are healthy and physically fit is an important component of a well-designed life plan.

Exercise and diet, regardless of which direction you choose to go, are critical in providing you with the energy needed to successfully reach your goals in your other life headings. Likewise, sufficient sleep and time allotted for “unwinding” are of equal importance.

A well-trained body, generally speaking, is also more attractive to your potential mates. Looking good, and the confidence that comes with it, are significant advantages when it comes to creating or strengthening your intimate relationships, and even being statistically more influential in business.

A well-formed outcome for what you want to achieve in terms of your body, accompanied by an intelligent plan of action, are crucial elements of your personal blueprint for success and happiness.

Relationships

The relationships heading encompasses all of your interpersonal relationships.

This includes:

- Intimate Relationships
- Relationships with your Children (if applicable)
- Relationships with your Family Members
- Relationships with your Friends and Acquaintances
- Relationships with Co-Workers or Business Associates

All regular, and irregular interaction that you have with other human beings falls under the heading of relationships.

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Quality relationships are an important piece of a fulfilling life. Obviously, having a rich, passionate intimate relationship affords you some of the greatest pleasures possible as a human being.

If you have children, your time raising, educating, and influencing them is of great importance, and can provide rewards unlike just about anything else.

Your family, both immediate and extended, also represents a valuable asset with which you can learn, laugh, grow, and share wonderful experiences.

A close-knit circle of friends on whom you can count on when needed, and give openly to without expectation, is another powerful piece of the truly fulfilled life puzzle. Likewise, meeting new people, and building new relationships is another life-enriching activity that many people unfortunately do not allot significant energy to as they age.

Interacting with those individuals who are relevant to your professional life is also something that you must be competent and effective at doing if you are to advance in that area. This starts with those whom you employ, are employed by, or work with directly, and extends to anyone to whom you provide goods or services, or partner with in business to produce various outcomes.

Getting clear about what you truly desire to produce for yourself in terms of the various components of the relationships heading is a necessary first step towards successful, harmonious living with all of the other human beings in your life.

Professional Life

Your professional life, specifically what you do on a day-to-day basis to provide your income and support your chosen lifestyle, is another critical component of your life as a whole.

What you “do for a living” can either be a significant source of stress and negative energy, as it is for many, or can provide you with both extrinsic, and intrinsic rewards that greatly enhance your quality of life.

Whether you function best as a well-compensated employee, or are a born entrepreneur, creating for yourself a professional life that is truly rewarding and fulfilling is of major importance. A person stressed and unhappy about their job will often allow the negativity associated with that aspect of their day to spill over into the other areas of their life, particularly their relationships.

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Ever heard the expression,

“Do what you love and you will never work a day in your life”?

There is a tremendous amount of truth in that statement. Getting clear about what you need, in terms of a professional life, to make you feel fulfilled and excited about your chosen profession, and working to create for yourself that environment, is another sure-fire way to dramatically enhance your overall life quality.

Personal Finance

For many, the heading of personal finance is one of the most significant sources of stress in their day-to-day lives. This stress can be strictly internal for the individual, and/or can create major conflicts in the relationships heading as well.

Whether or not you consider yourself an over the top “material” person, or a simple “minimalist”, the blanket of financial security is necessary to keep you warm and content.

Greater financial abundance has a tendency to just plain make everything else “run smoother”. As Prosperity Guru, Randy Gage says,

“Money doesn’t buy happiness, but it lubricates life.”

Identifying your personal standards for income and lifestyle are important steps in obtaining the freedom that accompanies a solid financial structure element in your life. Eradicating limiting beliefs regarding finances, and establishing sound strategies to ensure your progress and security financially, are some of the most valuable actions that you can take to create for yourself a stress free, abundant personal economy.

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Mission

Mission can be described as your greatest purpose in life. What will be the most significant contribution that you will make during your lifetime?

An analogy that I often use in explaining the concept of a personal mission to clients is imagining that there is a Wikipedia entry about you. If someone were to read your Wikipedia entry, what would the first paragraph read?

Mission is often the heading with the most variance between individuals. Some may seek fame or notoriety for becoming the best in the world at a specific skill, while others may wish to be known for their contributions by way of an invention, or philanthropic endeavors.

This is also the heading that most people often have the least clarity about in the beginning. It is often difficult, particularly for younger people, to define what it is that they consider to be their mission. Regardless of whether or not you have a specific idea that immediately comes to mind when you think of this, or are unsure of precisely what your personal mission would be, the sooner that you begin to think about, and create outcomes around an achievement or contribution that represents your greatest purpose, the sooner you can harness the power of the blueprint in working towards said objective, and becoming more totally fulfilled.

Now that you're aware of what I consider to be the five most important, interrelated areas of your life; I will share with you a client story that illustrates the need for fulfillment in each, and the detrimental effects of stagnation or regression in one or more area on your life as a whole.

When any one of your five life headings is "out of whack", there is an effect on the entirety of your life. When you feel as though you are not making progress, or worse, moving backward, in one or more areas, it is difficult to feel amazing about your life as a whole.

Conversely, if you affect a change for the better in any of the headings, you will experience an improvement in your state and frame of mind that will "spill over" into the other areas of your life that need improvement.

As you read Brad's story below, note the manner in which each heading is affected by a change (for better or worse) in any one of the others.

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"Brad's" Story

Brad was a client of mine, a forty-five year old businessman from Nevada. I originally spoke with Brad years ago when he contacted me for advice about his diet and strength training programs. He was a hard-charging individual by whom I was very impressed and intrigued.

He had moved out west from the east coast several years prior to take a new, exciting job that he had been offered with a very large corporation. He "worked his way up", ascending the executive ranks, eventually earning the title of CEO.

He was very much into health and exercise, training hard with weights four days per week, preparing high quality meals daily, and competing in many sporting events ranging from triathlons to Powerlifting meets. He possessed a remarkable physique, one that most anyone twenty years his junior would have envied.

Financially he was in great shape as well. He was a prolific, and skilled investor, made an impressive salary as CEO of his organization, and had built an entrepreneurial venture with the help of a partner that was gaining serious traction. His earnings from his side project were rapidly encroaching on those from his full time job.

Brad regularly contributed large sums of money to various charitable organizations. A high school in his area had even named a library after him after he donated a particularly large sum one fall. Brad routinely gave money to the homeless, by way of several organizations as well. Coming from a modest upbringing, Brad was compassionate towards those who were less fortunate than he was.

Additionally, Brad had a beautiful wife, a stunning woman eight years his junior. They had met shortly after his move to the west, and had been together since.

All was well in Brad's world. The world was his oyster, and he was steadily progressing in all areas of his life.

Then one evening his life took a sudden turn.

Brad's wife greeted him at the door upon his return home from the office. She had packed several bags, which Brad could see lined up beside the entranceway. She told him that she did not love him anymore and that she was leaving him (he would later find out that she had been having an affair for several months). Brad was utterly shocked. In his mind, everything was fine between them. He immediately began searching his brain for some answers as to what he had done wrong.

That was the last that he saw of his wife until they were in a lawyer's office going through the proceedings of a divorce. Her brother, who Brad had always gotten

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along with, regrettably served as the middleman in the meantime, traveling back and forth to Brad's house to retrieve more of his wife's belongings. Brad tried to get some answers out of him, but he wasn't of much assistance. Honestly, Brad felt that he was as clueless as he was about the motives.

Brad lost his edge at work. He was unable to focus on the tasks in front of him, and inadvertently caused the company to lose a significant amount of money. This resulted in him being removed as CEO, and later terminated from the company altogether.

His partner in his entrepreneurial endeavor, who was the "snake" of the operation, pressured Brad into a deal to buy his stake in the company, stressing that he would need the money for the divorce.

Brad had not had his wife sign a prenuptial agreement prior to marrying her. He truly believed that they would be together forever, and had been entirely faithful to her throughout their marriage. His wife's attorney was going "for the throat", trying to get every last cent that he could out of Brad. Being the beaten man that he was, Brad put up little fight (often against his attorney's urgings) and signed pretty much anything that came his way that had to do with the divorce.

Several months later, Brad's previously amazing life was in something of a shambles. His body had gone to hell since he had quit training, started eating fast food only when he was so hungry that he had to, and drinking heavily. He had put on several pounds of bodyfat, and had become very much out of shape.

His finances were a disaster. He had given back his vehicles and sold his house during the divorce process, and had forked over a massive chunk of his savings, investments, and other assets to his wife and her attorney. This was all after losing his income from his high-paying job months before. He was now living off of what was left of his investments, and his half of the low-ball sum that his former "partner" had paid him for his stake in his own business.

I spoke to Brad just over two years after he had found out that his wife was leaving. I could not believe the difference in this man from the man I had spoken to years prior. This man sounded defeated and helpless, not like the Brad I knew and had quickly come to admire.

Brad had built for himself an impressive life in each of his five life headings. His body was that of a man much younger, he possessed loads of strength and endurance. He had previously experienced what he thought was a wonderful relationship with a beautiful woman. His professional life was very fulfilling; his split efforts between his executive position and his entrepreneurial venture provided him with much in the order of exciting tasks. His finances were excellent, and he was giving to charity with regularity. It devastated him to experience the "rug being pulled out" from under him by a dramatic shift in one heading (relationships), causing his life to spiral out of his control.

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I knew that I had to intervene and help Brad get back to the strong, resourceful man that he had been. He had demonstrated an exceptional level of ambition and power in producing for himself the life that he previously led. At this stage he simply wasn't using the immense resources that he obviously possessed.

Our first session was short, since I had another commitment that I had to attend to. The idea of things being "out of his control" was a recurring theme in his language. I knew that in order for Brad to feel "alive" again, he needed to get back to making progress towards some new outcomes. With this in mind, I opted to instruct Brad to begin working towards a new target in the one area of his life over which he always had total control, his body.

I successfully broke Brad's pattern, getting him laughing and joking with me for a few minutes. With him assuming this new state, he was ready to receive an assignment.

I tasked Brad with building two body habits, and together we worked on an outcome that he wanted to produce; a physical standard that he had previously been able to accomplish with ease, yet had lost the ability to do in his present form. He was to "make himself" complete his daily habit work, and report to me via email each day leading into our next session a week later.

Each day, like clockwork, I received Brad's emails. The tone that was conveyed in his writing was one of a person who was making moves, progressing towards an outcome. Had I not had knowledge of Brad's situation, I never would have guessed that this was a "broken" man by the way that he spoke about his progress.

When we spoke a week later, Brad's voice was much different. There was no need for a pattern interrupt; the man on the other end of the line was initiating the humor with me. Brad had accomplished his tasks each day, and had added new pieces to his daily ritual on his own. We spent the rest of the call identifying some new outcomes for him to produce in the other life headings, minus relationships.

Within twelve weeks, Brad had done a one hundred eighty degree turn. His body was lean and mean again, he had quit the drinking and the laying around aimlessly. He had leveraged a few of his contacts and borrowed some money to begin a new venture as a direct competitor of his old "partner". Brad said that he had many ideas about his old business that he wanted to implement, but was not able to at the time due to his commitments in his nine to five. He was accumulating new clients weekly, and was filling in the financial gaps by doing some freelance consulting work.

Though he was kicking ass again in business, and had built his body back up, there was one major area that was missing and causing Brad pain. Contribution was such a significant need of Brad's, he really felt alive when he gave to those that he felt "needed" people like him. He was saddened by the fact that his current financial climate was not one that allowed him to make the contributions

that he was so frequently able to before. This surprisingly was the only time that statements of resentment or hostility towards his ex wife would come out of him. Recognizing that this was not serving Brad, I had to work with him to identify a way in which he could fill that same need using the resources that he presently possessed.

I suggested a more “hands on” approach to helping the homeless. Previously Brad had helped by donating large sums of money to their cause. Devoid of the ability to do the same in this moment, I suggested that he donate his time and energy to them instead. Brad seemed excited at the idea, his tone conveying a hint of *“why didn’t I think of that?”*

Brad and I ended our session and agreed to reconvene in another four weeks.

The Brad that I spoke with four weeks later was even more improved. He was back to speaking like the driven man with the infectious energy that I had first met.

With another four weeks of progress in his body behind him, Brad had surpassed several of his personal best run times and poundages in the gym.

His business had built up some serious steam. He was no longer consulting to fill the gaps, his income was steady and increasing week by week. He was growing a reputation amongst those in his industry, and had all but rendered his former partner’s offering obsolete.

Despite having much more time before he was to begin repaying the borrowed money that he used to breathe life into his entrepreneurial vision, he had begun making payments to those from whom he had borrowed. Interestingly enough, based on the results that he had generated so far, one of his investors was offering to invest a considerably larger sum into his business in return for a minor stake in the venture. Brad said that he was weighing the pros and cons of the proposition.

Brad’s financial situation was improving dramatically as well. He was allocating his income very intelligently, and was accumulating a nice sum in his personal savings and investments. He was also actively on the hunt for the right new vehicle, a bit of a “power purchase” as he called it, to reinforce his state and celebrate his progress.

At the root of his progress was the fact that he had taken my advice and gotten much more “hands on” in his help of the homeless. He had become an active volunteer at two local shelters, and spent a good twenty minutes telling me about some of the wonderful people whom he had met as a result. He said that, though he wasn’t setup financially as he had been before just yet, he was certainly contributing. He had even taken to buying pizza for everyone on Friday nights at each of the locations. These simple acts made Brad feel incredible about himself.

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Brad continued improving over the next several months, and I'm happy to say that he is doing exceptionally well again in all areas of his life.

What of the relationship heading you ask?

Well, put it this way, how difficult do you suppose it is for a good-looking, ambitious, entrepreneur with a great body, who thrives on contributing to the homeless to attract women?

Let's just say Brad has done well for himself in that regard.

I included Brad's story to illustrate the synergy that exists, and is required between the five life headings in an extraordinary life. You saw that his previous life was brought down considerably by a blow to one of the headings, in his case relationships.

You also saw how creating progress towards an outcome in one of the headings had a "ripple effect", similar to throwing a rock in a pond and seeing the effect on the water's surface, on his life as a whole. By taking control over the one heading that he had total control of (body), Brad was able to feel "alive" again. He was making progress, and progress is precisely what makes us experience that "charge" in life as human beings.

Brad's progress in his body allowed him to create some serious momentum. Seeing that he was still capable of affecting positive change in his life, despite the position that he had allowed himself to wind up in, convinced him that he could do more and more. Brad leveraged his experience, learning from his mistakes, and used the lessons to come back even "nastier" and more effective this time around.

Next you will learn precisely how to construct your own blueprint for success and fulfillment, a detailed plan for creating consistent progress in all five of these headings simultaneously.

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PART THREE: Section Two
The Power of Standards

In this section you will learn the power of creating standards for what you are willing to accept in your ideal life, as well as how to create them and communicate them to your unconscious to guide you on your journey.

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Chapter Ten
What is a Standard?

In this chapter you will learn precisely what constitutes a "standard", the all-powerful objectives that you will be working towards accomplishing in your life.

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Standards

Your standards represent your ultimate objectives, the desired outcomes that you intend to produce in each of the five major life headings. While on the surface this idea may sound similar to a goal, a standard is quite different.

Simply put, a standard is something that you identify as the minimum that you are willing to accept in your life. Standards are outcomes that you absolutely are committed to producing. They are not things that you'd like to see happen, that you know you "should" do, or that you really hope take place one day, they are things that you must accomplish, or see through to fruition.

I'm sure you can think of a time in your life where a specific outcome absolutely needed to be produced. Maybe the power was shut off at your house due to a late payment, or a pet needed emergency veterinary treatment. I'd be willing to bet that in those cases you were able to produce the funds necessary to take the action needed in short order, regardless at how resourceful you considered yourself to be when it came to producing or managing money prior.

This idea is clear to see in those addicted to drugs. A very common description of a typical day in the life of an addict goes like this; wake up broke, get money, get high. Keep in mind that many of these individuals whom I've worked with had habits that cost them several hundred dollars per day. I'm not saying that the methods they used to acquire the funds were always admirable, or even socially acceptable, but the point is they came up with the money when they needed it because their outcome was something that they had determined must occur.

In the case of the addict, his or her standard was getting high. It was not a question of whether or not it would happen, but rather how were they going to make it happen. Since addicts tend to invert perceptions frequently, thinking of themselves as "sick" when they are not on anything, and "well" when they are, the amount of pain associated with not acquiring drugs, and the significance associated with successfully getting their hands on them, makes them perceive the situation as a "must", not a "like to", "should", or "maybe".

The most interesting part of working with these people to me is the almost universal belief that they hold regarding their lack of resources to improve their lives. For this reason, their resourcefulness in acquiring money and drugs, and avoiding the law are always things that I celebrate. Once they understand that they have a tremendous capacity for demonstrating resourcefulness, it is amazing what they are able to do with a newly directed focus.

I want you to keep the addict in mind when you identify your own standards. Consider what would happen if you assigned the same level of importance to producing your desired outcomes, as they do for getting today's high.

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If you think of your brain like the GPS Navigation in your car or on your smartphone, your standard is the destination that you are entering into it. Imagine that you are about to embark on a cross-country trip, say from my city, Philadelphia, (located on the east coast of the U.S. for those readers not familiar with U.S. geography) to Los Angeles (west coast). Consider the difference in experiences that you would have in reaching your destination if you were to simply begin heading "west" by using a compass vs. plugging the exact street address of the building you intend to reach in Los Angeles into a navigation system. The latter approach would not only be far less strenuous on you mentally, it would represent a significantly more efficient manner of producing the same outcome.

You must write the end of your story first. What do you want the main character (you) to achieve? Define what that is first, and then the path on which you will need to travel will present itself to you with much greater clarity. As I often tell clients,

"I can't help you if you don't even know what you want".

Now does this mean that once you have a standard in place your path will be easy or unobstructed?

I hope you don't think that is what I am saying.

Just like on our metaphorical trip from east coast to west, there may be bridges out, roadwork, heavy traffic, or a host of other surprises of the negative variety along the way. However, just as your GPS will recalculate, and determine a new route to your entered destination if you find yourself having to take a detour, your standard will remain in place, pulling you towards it as you demonstrate the flexibility of approach necessary to overcome whatever obstacle is before you.

The single most common problem shared by unhappy people is a lack of standards.

When you have no destination towards which to advance, how do you measure, track, or even identify progress? Remember what I say about progress being what makes you feel alive? Consider how having nothing to progress towards eliminates your ability to experience progress, and the infectious, globally rewarding results. Investing your time and energy into making incremental progress towards your desired outcomes on a daily basis makes for an extremely rewarding and fulfilling life.

Standards and the RAS

Another powerful result of creating a standard is the fact that you are able to bring the infinite power and resources of your unconscious mind into the mix to produce your outcome. This happens via the use of a portion of your brain that is known as the reticular activation system (RAS). When you assign significant importance to something in your brain, you will automatically "see" anything that is relevant to that idea.

For instance, have you ever considered buying, or recently purchased a new car, only to "see" that particular car "everywhere" all of the sudden? This is one of my favorite examples of the RAS in action, frequently cited by one of NLP's co-creators, Richard Bandler.

Most will comment on these phenomena by saying something like,

"I was thinking about buying X car and all of the sudden I started seeing them everywhere. I took it as a sign that I should buy it".

Now, which do you suppose is more likely, that the car manufacturer, or perhaps some power of the universe all of the sudden sent a fleet of these vehicles out into the world to make contact with the person, or that in reality they were already "all around" and the person just had not yet assigned importance to their presence in their mind?

If you guessed the latter, give yourself a pat on the back, you're correct.

It is commonly accepted that the conscious mind can only focus on seven, plus or minus two, pieces of information in any given moment. Meanwhile, your senses (representational systems) are receiving millions of bits of data every second. What makes it to your conscious is determined by what we call "perceptual filters". These filters are constructed largely by your beliefs (if you believe you're no good at meeting women you will not notice the sea of women whom you have opportunities to meet; more on this later), your state in the moment, and what you have assigned importance to.

I recently was shocked to discover a jewelry repair shop in my neighborhood, which the owner told me had been there for thirty years. I've lived here my whole life, have walked and driven by it countless times, and still had no idea it was there. It was only when I broke the face on a relatively new watch, and needed it repaired, that I became aware of its existence. In this case, my unconscious had taken the liberty of deleting that data from my experience to that point since it

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had previously been irrelevant to anything to which I assigned importance in my life.

Anyone who has become separated from a child in a crowd can also attest to the power of the RAS. Suddenly you posses the ability to scan a crowd of hundreds of people and instantly “lock on” the sight of the child’s blue hat, or Ninja Turtle backpack.

Do you not also “see” the child erroneously; focusing on every child you see who meets some criteria of a visual “match” first? This is an example of the process of distortion, where your brain even alters its perception of something in an effort to make it relevant to whatever the important thing is. This is how powerful your brain is, you will see the right answer even when the right answer isn’t there.

Simply put, when something becomes important, you notice everything relevant to that idea in your environment. Opportunities to meet new people who can assist you in your quest, identify a more efficient route to your destination, or make a wise investment all are brought to the attention of your conscious mind when your RAS is locked on a target.

As you’ve surmised by now, no standard, no RAS involvement to help you.

The next chapter will describe the process for creating your personal standards in each of the five major life headings. Invest the necessary time in defining these outcomes today; the impact that creating new standards will have on your quality of life alone is remarkable.

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Chapter Eleven

Creating Your Personal Standards

In this chapter you will identify your standards for each of the five major life headings, gaining immense clarity as to a series of targets that I will then teach you how to install and reinforce in your unconscious mind.

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The Magic Wand

One of the linguistic tools that I have used to help clients create a representation of their personal standards is what I call the “magic wand” method.

While there is no actual mysticism involved, the client’s association of the word “magic” with the ability to demonstrate extraordinary powers helps him or her to think “big” enough to create an excellent standard.

Basically I will tell the client to imagine that I have a magic wand that is capable of granting their most extravagant wishes. I then instruct him or her to think of one of the five life headings, and imagine that I was capable of waving the wand and producing for them everything that they could think to ask for.

This produces a remarkably different response than a simple question like:

“So when you think of your personal finance heading, where do you want to be?” or “what would you like to see happen?”

The use of the magic wand method gets the client to think much bigger, much more consistent with how they probably fantasized about their ideal life as a child. These *“if everything was exactly how I want it, it would be like this”* representations are precisely what I want this person to use to create their personal standards in each heading.

Children do not possess many of the limiting beliefs that their adult counterparts do. They generally think much bigger, and are concerned much less with what is “realistic”. As we age, our experiences and feedback distort our perception of what we are capable of producing in our lives, and we create a host of perceived limits as to not only what we can produce for ourselves, but even what we feel “right” or “comfortable” asking for, even when the question is what we ultimately want for ourselves.

In order to allow for long-term progress to be made towards a variety of extraordinary outcomes, you must set your standards high. Use the “magic wand” when you are creating your standards for each heading. Notice how different your thinking becomes when you operate under the belief that failure is impossible and that you can produce for yourself anything you can imagine.

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Positive Phrasing

Positive Phrasing is something of a “rule” that I impose on my clients from the very first session. This is not to be confused with something as ambiguous or weak as simple “positive thinking”, but rather a disciplined commitment to languaging outcomes in a positive manner. By this, I mean that the client must articulate what it is that they DO want to produce in terms of outcome, as opposed to what they no longer want to produce.

All too often a client will express his or her standards to me by saying things like:

“I want to get out of debt”

“I don’t want to let my family down”

“I want to be a better father”

“I want a man/woman who will not cheat on me”

“I don’t want to push people away anymore”

“I don’t want to be fat anymore”

The above statements are informative in that they indicate what it is that the person wishes to distance him or herself from, but none represent a target that he or she can focus on. As human beings, it is very difficult for us to get fired up about moving away from something.

Think about it in your own experience; when you recall the accomplishments in your life that you are most proud of, were you focused and driven on producing that outcome, or were you simply trying to distance yourself from something else.

While you can understand what the client is saying who makes each of the above statements, the installation of a definite outcome in their unconscious is simply not possible if the outcome itself is never actually created.

My simple rule for clients is this:

“Tell me what you DO want, not what you DON’T want.”

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I expand on this by telling them,

"I can't help you if you don't want anything, and how would you even know if you got where you wanted to be if you don't even know where that is".

Taking the sample statements above, the client could language the same intended message in a positively phrased manner that would be infinitely more conducive to activating the RAS, and mobilizing him or her towards the outcome desired.

"I want to get out of debt"

Becomes

"Achieve financial independence"

"I don't want to let my family down"

Becomes

"Be an excellent example for others"

"I want to be a better father"

Becomes

"Be the absolute best father I can be"

"I want a man/woman who will not cheat on me"

Becomes

"Love deeply and completely and be the best partner that I can be"

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"I don't want to push people away anymore"

Becomes

"Provide tremendous value to those that I love and care about"

"I don't want to be fat anymore"

Becomes

"Build a lean, attractive body"

Read each of the above out loud. Observe how each statement makes you feel.

Which create better feelings?

While these changes may seem like simple semantics, they are extremely important in terms of where your focus is, and what is assigned importance in your unconscious.

It is impossible for you to think about something without first representing it in your mind. Likewise, it is impossible for you to NOT think about something without first thinking about what it is that you DO NOT want to think about and representing that in your mind.

For example, if I tell you,

"Don't think of an eight foot tall baby"

It is impossible for you to not create that image in your mind. Consciously you may then think, *"OK, I'm not going to think of this",* but you cannot NOT think about it without first thinking about it.

Does that make sense?

Since you cannot NOT think about something without first thinking about it, that means that whatever it is that you are trying to distance yourself from, or produce less of in your life is constantly being represented in your mind when you think

about not wanting to produce that outcome any longer. This continual representation of the undesirable outcome assigns importance to that outcome, and activates the RAS to pull from your environment any data that is relevant to it.

Think about it, how much success have you had in situations where you said something like this, either internally or out loud?

"Come on now, don't screw this up"

"I can't fail at this, I can't"

"Please don't let me make an ass out of myself"

In each example, you are creating internal dialog that only creates a representation of the undesirable outcome. Since your unconscious does not have a negation function, the only representation that it receives is the negative one. This makes for disastrous results, and is responsible for what people call *"self-fulfilling prophecy".*

Ensure that you are languaging each of your desired outcomes one hundred percent through the use of positive phrasing. Correct yourself in your day-to-day life if you catch yourself using negative phrasing in your internal dialog. You will be amazed at the difference in the outcomes that you produce, even in simple efforts, by simply changing what representations you are creating in your mind in the process.

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Chunking Down

The process of chunking down your standards for each of the five life headings simply involves taking those larger, more “ultimate” outcomes, and determining what you would need to accomplish in seven days, thirty days, ninety days, etc. in order to be making continuing progress towards the big picture objective.

Chunking down will be discussed in much greater detail in the actions section of this book. For now, thing big…. No, think epic!

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Chapter Twelve

Exercises for Installing and Reinforcing Your Standards

In this chapter you will learn to create and use two valuable tools to aid in installing your standards in your unconscious.

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The Manifestation Map

The manifestation map is a very powerful tool in communicating to and solidifying your standards in your unconscious via the use of images. Since the unconscious responds well to visual representations of ideas much better than the language of the conscious mind (your native tongue) the images serve as a more direct mode of communication.

Selecting Your Standard Images

Once you are able to create a standard for yourself in each of the five major life headings, you must locate an image that "sums up" the feeling of completion and success that would be present if you were living your standard in the present. While there are no "right" or "wrong" answers when it comes to identifying these images, it is extremely important that each "speaks to you" upon viewing them.

Think of it like this:

You want an image that you can look at and say *"Yes! That's what I want"*.

This is often simplest in the body heading, since the entire idea of a standard for body is largely visual, i.e. what do you want to look like?

Whether you desire more strength, more muscle, less bodyfat, more athleticism, or even more minor adaptations such as a better tan, or whiter teeth, you can find an image that represents how you would imagine yourself to appear if you produced those adaptations.

When dealing with the other four headings, it is often necessary to think about the image that you will use a bit more.

Take the next heading; relationships, this heading will often necessitate the creation or adoption of more than one image. This is due to the fact that you will more than likely want an image that represents your intimate relationship(s), one for your relationships with your circle of friends, one for family, and perhaps one or more for other interpersonal relationships such as those with co-workers, business contacts, or people whom you are tasked with leading.

In the case of relationships, it is entirely possible, and appropriate to have multiple images that represent your standards.

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The Career/Professional Life heading may also require more than one image, though it is also common to be able to accurately condense all that you desire in your day to day life on the professional front with a single image. What you are looking for here is an image that represents what you would do professionally (or more specifically, how you would feel) if the “magic wand” was waved, and each working day of your life was put into an endeavor that you would be extremely passionate about, and find immensely rewarding.

The Personal Finance heading is another one that usually requires multiple images. Virtually everyone with whom I have worked desires financial freedom as his or her standard. Essentially, were they to achieve their objective, they would be free to pursue what they wanted, when they wanted, and would not have to spend their time doing those things that they did not want to do. Regardless of whether you’re speaking with a “minimalist” whose dream home is a remote cabin in the woods, or a person who would display their financial abundance through the acquisition of lavish homes and vehicles, the desire for the freedom to do those things is universal.

For personal finance, I usually task my clients with selecting at least three images:

- One image to represent the freedom that they would possess if they had a seemingly limitless cash flow
- One image to represent their “dream home”
- One or more images to represent some “toys”, or lavish purchases that they would make if they had the financial wherewithal.

Again, as with each of the other headings, there is no “right” or “wrong” here, only what represents the standard to you, and what elicits something of a visceral response upon viewing.

The final heading, Mission, is often times the most difficult heading to select a standard image or images for. This is particularly common with younger people. As I stated before, Mission describes what it is that you want to be remembered for; what is your major contribution to the world?

Finding an image to represent this can be challenging for some, and come easy for others. The best guidance that I give here is to focus on the outcome (see the pattern) instead of the plan to get there, as the latter can seem intimidating, particularly if you are not sitting on your major mission idea as of yet. What is the end state?

Is it a philanthropic endeavor?

Is it becoming the best that ever lived at a particular skill, or in a particular field?

Whatever the case may be, there will be an image that represents the feeling you would experience if you were there now, and give you that “Yes! That’s what I’m talking about” experience when you see it.

What I'd like to do now, before I get deeper into how to most effectively make use of this powerful tool once you create it, is share with you some examples of standard images, and their representations, that clients of mine have come up with for each heading. Each of these images is inspired by real client standard images, and each was found with a simple Google image search. Keep in mind that the importance here lies in the representation of the image in the mind of the user.

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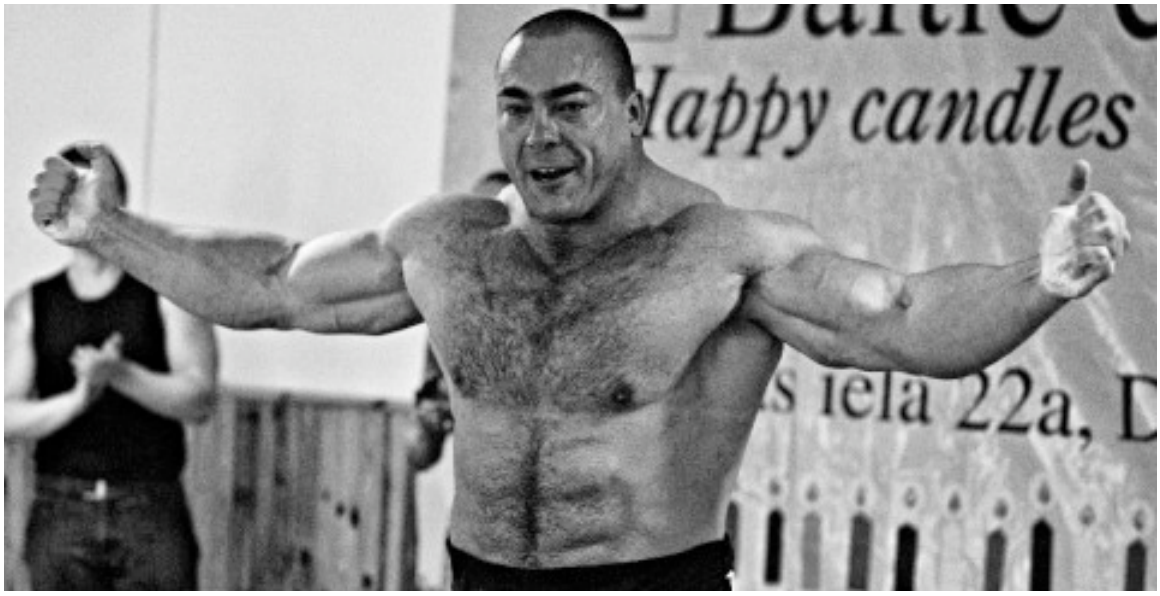
Body Images



The above two images represent two very different standard images for the body heading, submitted by male clients. The top image is of Konstantin Konstantinovs, a near three hundred pound Powerlifting behemoth, while the bottom is of actor Jason Statham, whose 180lb frame is very different.

Each represents the desires of the individual creating the image, therefore was the “right answer” in the given context.

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These two images represent two different body image standards provided by female clients. The first is of UFC fighter and Olympian, Ronda Rousey, while the second is of actress Megan Fox.

Again, each image represents the individual's personal standard.

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Relationships Images

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The above are three different images inspired by those selected by clients to symbolize their standards for their intimate relationships.

The first came from a young man who had yet to meet his ideal woman, and who associated the presented image with the feeling of excitement that the “girl of his dreams” would create in him.

The second image features an elderly couple holding hands. This came from a woman who sought to grow her current relationship with her long time boyfriend into one that would last them many years, and provide them both with an incredibly fulfilling, and passionate life.

The third image is one of my favorites. It is of a small, simple cabin on the beach. This one came to me from a wealthy man who wished for nothing more than to rekindle the physical passion with his wife of twenty years whom he loved. The cabin represented the one that they stayed in during their honeymoon shortly after they were married, the point at which he describes their physical passion as being the highest.

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Above you can see two client-inspired images that represent standards for relationships. The first is from a man who desired to create a family with his wife, whom had been having difficulty conceiving, that they could raise together and share their love with.

The second represents the type of classic, father/son dynamic that one client wished to create with his newborn son.

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This image is a fun one used by a client to describe the type of bond that he wished to create with his close circle of friends. Each of them were hard charging, entrepreneurial types, and he saw for them the ability to possess an extremely tight dynamic while enjoying their respective success for years to come. The “Rat Pack” was his chosen symbol for this outcome.

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Professional Life Images

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The above three images represent a diverse selection of professional life standards.

The first is the cover of “Entrepreneur” magazine. This client wished to see herself on the cover in the future for her innovative product idea in the fashion industry.

The second represents another client’s desire to continue his pursuits in the space program, and participate in an historic mission.

The third is an advertisement for the “TED” talks, which this client wished to be a speaker at in the future for his ground-breaking contributions to the profession in which he worked. He views an invitation to speak at this event as the ultimate indication that he has arrived at his professional life standard.

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Finance Images

This was one of the more unique images for finance that a client decided to use for his map. I took it to imply that he had a passion for snowboarding. He corrected me, telling me that he had only snowboarded once, and hated it, but his friends whom he went with were very good at it, and ridiculed him for repeatedly falling. He said that when he envisioned financial freedom, he imagined being able to develop any skill that he wanted to while collecting income from passive sources and investments. He told me that he intended to pay for his friends to go snowboarding again with him, after he'd dedicated a solid month to nothing but practice, and "show them up".

This is a prime example of the "freedom image" concept that I speak about, and is the exact photo selection that prompted me to recommend that image addition to my clients creating their maps.

This further illustrates the idea that there are no "right" or "wrong" images; it is truly about what the image represents to the individual.

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The above two images were actual client selections for the “toys” element of the finance standard.

While the Maserati GranTurismo, and Ford Raptor shown represent different tastes in “dream vehicles”, each was the “right answer” for the individual client creating their map.

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Again here we see a distinct difference in taste between the two clients who selected these images to represent their “dream home”. The client who opted for the first photo envisioned a warm, tropical setting, and a modern-styled mansion, while the second photo belonged to an avid hunter and outdoorsman who envisioned a quiet, remote log home for he and his family.

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Mission Images

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The above three images represent three different personal missions that clients have described to me.

The first is of Facebook creator Mark Zuckerberg, and symbolizes this client's desire to contribute to the world in the manner that Zuckerberg was able to, by way of a major technological development.

The second is of the late Mother Teresa, a hero to this particular client, who wished to devote her life to helping others, regardless of where she stood in terms of her evolving financial success.

The third comes from a client who lost their brother to suicide. She has made it her mission to educate and help as many young people as possible, in hopes of decreasing the rate at which teenagers take their own lives each year.

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Creating Your Manifestation Map

Ok, so now you've compiled images that represent your personal standards for each of the five life headings. The next step is to consolidate them into one location, your personal manifestation map.

Building your map is simple; if you ever created a collage as a school kid, you're familiar with the basics of how this process works. While the map can be created digitally on a computer, I highly recommend that you create a physical map as well, i.e. a poster board with all of your images displayed on it. In my experience, those who use a physical map are more likely to complete their exercises and therefore reap the benefits that this powerful tool has to offer.

What I recommend, in this day and age of smart phones, tablets, and computer-centered life, is that you create a physical map and then snap a quality photo of it which you can use on your digital devices should you travel or wish to complete some of your exercises at work.

The layout for the map is straightforward. You will group the images for each heading together in different areas of the board. If you have more than one image for a particular heading, make sure that they are organized close together. Aside from that, it doesn't really matter which order you choose to put the images in on the board.

Once your map is prepared, you're ready for the next step…

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Using Your Manifestation Map

Your map will become your friend, a translator of sorts to assist you in communicating a series of complex ideas to your unconscious. Like exercise of the physical nature, mental exercise requires frequency and repetition to be effective. Don't think that you're going to throw together a map, glance at it a few times, and all of the sudden produce all of your outcomes. You will need to use your map to complete a series of exercises daily.

While there is no official time limit on these exercises, you should devote a minimum of ten minutes to them each day, at least once per day. I recommend completing the exercises as outlined twice per day, especially in the beginning. These sessions should be spread out over the course of the day, ideally with one in the morning and one later at night, before bed, when your unconscious is about to take over and go to work while you sleep.

Exercise Number One: Associated State Elicitation

You'll recall that I brought to light the idea that you are capable of eliciting any state that you've ever experienced in your life by "re-living" the experience internally. I described the process of recreation by "experiencing" the sensory information that you were receiving at the time.

- What did you see?
- What did you hear?
- What did you feel?
- What did you smell?
- What did you taste?

You were able to conjure up a specific, desired state by way of this method, which you were then able to anchor to a pattern of movement to create your "King Move".

Now for the interesting part…

Just as you can experience any state that you have previously experienced, you can put yourself into a state associated with a future event that has not yet happened by way of the same process.

This is exactly what allows us to enjoy a good book or movie, "feeling" what the characters feel and experiencing it as if we were "in the story".

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This is also what produces the negative physiological effects of a “sick stomach”, diarrhea, or general anxiety when stressing about an event that “could” take place in the future.

You haven’t experienced the event; you aren’t experiencing it now, yet you are suffering from the physiological symptoms that occur as a result of the thought of actually experiencing the situation (another example of how the three components of state: internal representation, physiology, and language are inseparably linked).

While the information in this book will help eradicate the types of unnecessary and often disastrous patterns of belief that create the latter of the two circumstances, this segment will draw on the same resources responsible for that undesirable condition to fill you with a charge and help guide you towards each of your standards.

To complete the first of the three exercises that I prescribe, you will need a relatively quiet space where you can be free from intrusions and other stimuli. Place your map roughly arms distance from you, or stand about that distance from it if you have it hanging somewhere[17].

Beginning with the single image in the top left of the map, look intently at the image, using all of your internal resources to experience the state that you associate with it. Close your eyes and “live” the experience by:

- Seeing things as you would see them
- Hearing what you would hear
- Feeling what you would feel

If it’s a body image for example, imagine what it would look like to glance in a mirror at what you’d created.

Look down at your arms and notice their development and vascularity (if applicable to your standard).

In the case of a Professional Life standard experience, you might hear a colleague delivering a report on your last quarter earnings, or a newscaster reporting on your takeover of your industry.

A woman seeking to fit into a different dress size might “feel” the fabric sliding onto her skin as she puts the garment on, noting the way that it clings to her curves.

Whatever your standard, use this exercise to “step into” the image, and live that moment as if you were currently in that position.

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[17] Given a choice, I always recommend performing your map exercises while standing.

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Once you are “there”, meaning that you are completely experiencing the state which you’ve represented by selecting that image, open your eyes and continue the experience while once again staring intently at the image on your map.

When you’ve completed this process for the first image, take a few deep breaths and then continue the exercise by repeating the same process for the subsequent images one by one. Really immerse yourself in the experience of living that state.

When you’ve made your way through your entire map, image by image, you are ready to move on to exercise number two.

Exercise Number Two: Third Position Experience

For the second of your three exercises, you will be assuming the role of an outside observer; experiencing “you” as a third party, and witnessing your interaction with others and your environment.

In this stage, you will begin with a single image, this time from the perspective of a person seated in a movie theater, watching yourself on the big screen. This is done by briefly looking at the image, then closing your eyes and imagining yourself as if you are already “there”. You will observe yourself as a “moviegoer”, and note the interactions between yourself and others with whom you interact in the scene.

Using the relationship heading for example, if your standard involves a passionate, committed relationship with the man or woman of your dreams, you might see yourself sharing a special moment with that person and feeling totally alive. You’d note the conversation between the two of you, and the sights, and feelings that are being conveyed in the scene.

If it is a body standard, you might observe yourself interacting with a friend or acquaintance whom you have not seen in a while, noting the dialog between the two of you. This might involve something like:

“Hey John, it’s been a long time. Damn man, you really got jacked! How the hell did you do it?”

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To this you might respond on screen,

"Just hard work man. I've been eating lots of good food, and religiously making it a point to make progress in the gym".

You might observe yourself pulling up to an event in your exotic sports car to the amazement of long time friends (or people whom you've never met). Your interaction with them might include something like:

"That's a beautiful car! What do you do?"

To which you might answer,

"Well I am a _____ (incorporating your Professional Life standard), I've worked hard to get where I am, and now I enjoy the fruits of my labor".

As always, your experiences will be unique to you, in that they are based on your dreams, your standards. There are no right or wrong answers when it comes to the experiences that you create on this personal movie screen. All that matters is that you orchestrate the scene to portray you at your finest in each of the images with which you complete the exercise.

I used to use a similar exercise as a standalone drill to uncover what a client already knew about the path that he or she would have to follow in order to accomplish whatever it was that represented their current goal. For instance, again using the body heading, I'd induce him or her into the trance state of placing himself or herself in the movie theater, witnessing such a scene. From there I'd ask them to describe in detail the dialog that was taking place between them and another person, the other man or woman inquiring as to how they were able to attain such phenomenal results. This would undoubtedly result in a detailed explanation of the process by which this person would accomplish their objective.

This would illustrate to the client that he or she already possessed the precise knowledge necessary to create a solid action plan to accomplish their exact mission, and that the issue lied not in a lack of knowledge, but either in a limiting

pattern of belief, or another component of the dominant, mental piece of the puzzle.

This exercise is to be completed with each image on the map. Observing yourself from third position (observer) is a valuable exercise. Think about it, have you ever seen a photo that showed your back, or the back of your head and found it interesting that you looked like that from behind?

This is because we don't see ourselves from this perspective. Learning to assume third position, both in exercises like this, and in effective communication with others, represents a higher level of emotional intelligence on your part; the development of which is the very purpose of the information in this book.

The data supplied to your unconscious during this exercise is incredibly powerful in creating an identity for yourself that is associated with the success that you have chosen to represent with your selected images.

Once you complete this step with each image, you are ready for the third, and final (for now) step.

Exercise Number Three: Associated State Elicitation with the Entire Map

In this final leg of your daily manifestation map training, you will be returning to the process that you used for the first exercise, direct association. This step is different than the first however, in that you will step back a bit and observe the image of the map as a whole.

From here you will repeat the association process from the first exercise, now using the collage as the single, master image.

Step into the image. You are there. You are experiencing the state that comes with the global success that you've created for yourself by achieving all of the objectives that you have represented with your standard images.

You are Superman/Superwoman.

You are immensely successful, by your own definition of the term, in each of the five major life headings.

Now, tell me:

- What do you see?
- What do you hear?
- What do you feel?

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Live the experience, eyes closed as in step number one. Once you're "there" anchor the experience to the image by opening your eyes and looking at the collage as a whole. As you do this, I want you to say out loud a single word or phrase of your choice that you wish to use as an auxiliary, auditory anchor to increase the power of the visual anchor that you are creating. By creating two anchors, by way of different sensory systems, to the same state, you are increasing your options in eliciting the state on command. Since we are all about increasing our options, this is a very good thing.

Once you have completed all three exercises with your map, you are done for the day. If you choose to complete your exercises twice per day, congratulate yourself, as that means that you are a person who takes your success and quality of life seriously.

I'd like to add as a final note that, though you may be overflowing with pride and excitement about the measures that you are taking towards your desired outcomes by using this map, I would avoid letting other people see it. I say this because you do not need ANY negative feedback regarding your dreams and the images that you have chosen to represent your standards. There is enough negative energy and programming running rampant in today's society, you do not need to invite it into your personal temple of higher consciousness.

Complete these exercises religiously, and you will be repetitively communicating to your unconscious exactly what you want it to guide you in manifesting in your life. Remember that it is an infinitely powerful super computer but, like any high-powered machine, it only runs the software that it is programmed to run.

As an additional note, the manifestation map itself will quickly become an extremely powerful visual anchor to the state that you choose to elicit while performing your exercises with it. Aside from assisting in reinforcing the installation of the standards themselves, the map will soon have the power to elicit that state of extraordinary, holistic life achievement by simply viewing it. This is another important reason to complete your map exercises as outlined, as you will be able to instantly assume that powerful state at the start of your day with a quick glance at your map.

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A Day in the Life

This exercise is another incredibly powerful tool that you can use to communicate your standard to your unconscious. As humans, we learn extremely well through metaphor and stories. We are a global society of people who love to be entertained through movies and the written word. This is because we thrive on being able to transpose ourselves into a gripping story, and "live" the experience. If you've ever cried at a movie (all the while being consciously aware that the events were not "real" and that the characters were actors), watched an entire series in a day or two on Netflix, or stayed up hours after the time you wanted to go to sleep because you were so "into a book", then you know what I'm talking about.

We love to have events laid out for us to experience and represent in our own manner for our entertainment and enjoyment.

This exercise will take advantage of that innate, human characteristic of yours, and allow you to install a clearly defined, well-formed, series of outcomes into your unconscious.

"A Day in the Life" involves describing a single day in your ideal life (the life which is created upon the manifestation of the desires that you've detailed in identifying your standards) in vivid detail, using loads of sensory language. This is a written exercise, and it can be completed in two different manners.

The first method involves writing of a day in your life from the first person perspective, in the context of a detailed journal entry. You will describe your day, from the time you wake up, until the time you go to sleep, in as much detail as possible. You will make it a point to address each of the five life headings in some manner, and will use as much sensory language as possible. By this, I mean that you will be extremely descriptive as to the sights that you see, the sounds that you hear, the sensations that you feel, the smells you smell, and the tastes that you taste.

The second option is to complete a short story, written about your day, from the third person perspective. You will act as a narrator for this version, and describe the events of the lead character's (your) day. This is just like the first person version, in that you will address each of the five headings in your story, and will load the pages with vivid, sensory language that would allow a reader to really feel as if he or she was living the experience.

In my Coaching experience, I've encountered two people, both of whom were phenomenal writers, who were able to complete this exercise in three pages of typed, single-spaced, twelve-point font text. Most clients require a few more pages to accomplish the intended result. I recommend that you not limit yourself to an arbitrary page count, and that you focus on being as inclusive, and

descriptive as possible. There's nothing to gain by short-changing your version. This is a tool that you are constructing to aid you in your pursuit of your desired outcomes, so treat it as such, and complete it to the absolute best of your ability.

Once you have completed your "day in the life", you are now ready to use this powerful tool to help deeper ingrain the idea of your personal standards into your unconscious. This is accomplished by setting aside time to read this story to yourself daily, preferably at the start of your day, and in conjunction with your exercises with your manifestation map.

Ultimately what time of day you read it is not important. What is important is that you do it consistently (daily), and that you are relaxed and focused enough to completely immerse yourself in the story, experiencing it as if you were living it in the present moment.

Below I've included a few examples of this exercise, as submitted to me by actual clients of mine. Some of the names have been changed for the purpose of privacy, and all have been edited for length. I hope that reading these will provide you with a better understanding of the exercise, and encourage you to complete this one for yourself and get to work using it to assist you in creating your ideal existence.

The first is an example of a well-written "day in the life" from the third person perspective (narrated short story version):

"Michael"

"As he sways lazily on the hammock hanging from the deck, he sips his 23-year-old Evan Williams bourbon and gazes at his beautiful wife Lauren. The moonlight is reflecting off the lake and makes her brilliant green eyes sparkle even more than usual. Van Morrison is playing softly from the speakers as Michael and Lauren talk about their day as well as their planned trip to Costa Rica. Michael mentions that the Gulfstream is prepped and ready while Lauren says that the staff at their vacation home is beginning preparations for their arrival. The happy couple turns their attention to their two growing boys, Logan and Nicky, and they laugh as they recount the boys' antics from earlier that day. Lauren says she is ready for bed and heads inside, while Michael admires the view and thinks to himself that all of those squats are paying off. A few minutes later he makes his way inside only to find Lauren ready and waiting. He falls into bed an hour later knowing he will sleep well tonight.

The sound of the alarm clock is a welcome start to his day. He sees it as giving him the opportunity to get a jump on the day and create, write, and meditate while Lauren and the boys are sound asleep. Michael grabs a cup of single origin

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Columbian coffee, and heads out to the deck. The mountain air is cool, but nothing wakes him up like it. On this day he has his gratitude journal and although the previous day held far more than three things he is grateful for he jots down the first three that come to mind. He recounts the afternoon motorcycle ride he took on the West Coast chopper that Jesse personally delivered last month. Its 120 cubic inch motor had no trouble with what the mountain threw at it. Then he noted the second quarter earnings report he received from his company and that it is continuing to grow beyond all expectations. Lastly, he thought about the time he spent with his boys showing them how to perform an effective single leg takedown and the two vs. one battle royale that followed.

Michael follows up his gratitude work with an idea session. He finds that he generates the best ideas when he feels the abundance in his life, and can share that abundance with others. His ideas always focus on one thing, and that is providing people with as much value as possible, whether that is through his business or philanthropically. When he started his first business he never would have imagined that one day it would provide so much for him and his family. The idea of being a millionaire let alone a billionaire wasn't something he focused on. Instead what he wanted, which came along with the money, was freedom. Now he calls the shots, he decides when and where he works, he answers to no one. The money is great, but the autonomy is what he was after and what he now enjoys most. While all of his businesses are thriving and require attention that accompanies success he has an amazing team that handles the day-to-day stuff and allows him to focus on other things. More recently he has taken to real estate and now holds an impressive portfolio of both commercial and residential property.

As he is finishing up he hears the backdoor open and little footsteps approach. He turns just in time to be greeted by a loud "boo!" and Logan's smiling face. Michael grabs Logan, gives him a hug, which Logan quickly squirms out of all the while turning and taking his spot on his dad's lap. A few minutes later the door opens and out comes Lauren with their baby boy Nicky in her arms. Nicky reaches for his dad and plops down into his lap next to his big brother. Michael kisses both boys on the tops of their heads then stretches up to receive a kiss from Lauren. The happy family sits and talks about the upcoming day as the sun takes the chill off the morning. Soon little bellies start rumbling, so Michael and Lauren head inside with the boys to get breakfast started. Although able to afford help, Michael and Lauren have made it a point not to hire anyone to care for their boys. The only exception to this being a housecleaner to keep the home as clean as two young boys will allow. Once breakfast is done Michael and the boys head out back with Michael's Hoyt Spyder Turbo 80# bow for some target practice. As Michael fires arrow after arrow into the vitals of unsuspecting foam rubber animals Logan and Nicky look for rocks to throw into the lake and trees to climb. When he's done the three of them grab a couple fishing poles from garage and proceed to the edge of the water. It isn't too long before the fish start biting, and Logan, with his dad's help, is able to reel in a couple of keepers. Soon Lauren comes down to get the boys for lunch and naps. On this day Michael

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takes this opportunity to head to the gym and get in some time on the mat. He grabs his bag and throws it in his silver 65 GT500 then takes off.

Since he began jiu jitsu a few years ago it has become an obsession. He makes it a point to train 3-4 times a week for a couple of hours at a time. That combined with heavy weight training has chiseled his body into that of a god. He competes as often as he can and has won his weight division and the absolute at several national tournaments. If he isn't rolling he can be found weight training at his gym that he built in a detached garage on his property. He trains with a guy from his neighborhood who is one of the few people who can push along side of him during grueling workouts, and who Michael sees as a brother. Often their workouts are followed by meaningful conversations and over the years the two have grown closer and closer.

After jiu jitsu Michael hits Chipotle with some guys from the gym and the takes off for home. Logan and Nicky are waiting for him and he spends the next half hour defending himself from an onslaught of chokes, pinches, and body drops. When the boys are sufficiently worn out they crash on the couch and plead for a toon. It isn't too long after that Lauren comes in from a swim in the lake, so Michael takes the opportunity provided by the cartoon and follows her to their 5-piece bathroom.

Let's just say he sent her to the shower with a smile.

The family reconvenes in the kitchen and Lauren starts preparing for their company. Michael and the boys occupy themselves with a rousing game of Go Fish. It isn't too long before Michael's folks show up along with his sisters and their families. This is a common occurrence around their house as both Michael and Lauren welcome each other's families to their home on a regular basis because nothing makes them happier than to have a their house full of their closest friends and family. Around 8 o'clock everyone heads home and Lauren and Michael get the boys ready for bed. They settle on the bed and read and tell stories until the boys start to drift off. Michael carries them to bed and he and Lauren tuck them in and kiss them goodnight.

In the family room they sit on the couch and while Michael rubs Lauren's feet, they talk about how happy they are and how even a few years ago could never have imagined their lives turning out this way. They are now happy beyond compare and living the life they dreamed. After awhile they decide to turn in all the while looking forward to the coming day and the joy ahead."

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Here is another example of a client's "day in the life", of the short story variety:

"Darron"

"The sun shines through the balcony doors overlooking magnificent mountains. Its rays touch Darron's eyelids awakening him from a deep slumber. Sliding over to the side of the bed, he sits facing the long, soft fingers of the sun inviting him to indulge in nature's beauty. Sensing Darron's footsteps come closer to the balcony, the doors open up before him. Walking into the bright sun he takes a long and deep breath, capturing the essence of the vision that has manifested itself. Looking into the evergreens blanketing the valley below, Darron liberates himself of any provoking thoughts, clearing his mind.

Another perfect day.

Suddenly, Darron feels two warm pillows press against his back. Looking down, recognizing two familiar hands wrap around him, Darron beams not unlike the devilish smile of the Grinch on Christmas Eve. Darron realizes that those two warm pillows are not pillows at all, but the 34D cup breasts of a stunning young woman pressing into his back. Turning around to feast his eyes on the splendor that is his girl, he notices she is already on her knees ready to please. Two sweltering hours later it, at 12 P.M., it is time for breakfast. Both Darron and his girl walk out of the balcony and through their bedroom to the hallway. Along the walls of the hallway are symbols of success in various business ventures Darron partook in.

Two 185-pound Great Dane dogs come rushing into the hallway hearing the footsteps of Darron and his girl. The two dogs jump on Darron, front paws on his chest, standing a full foot taller than their owner. The dogs then run down the stairs around the corner and into the kitchen, owners following. Darron opens the refrigerator, seeing the beautiful array of colors from various foods. Darron takes out a watermelon to get to a sealed plastic bag containing a fresh 12 ounce New York strip steak. Darron takes the steak out of the bag and slaps it onto the wooden cutting table next to the stove. The remarkable marbling in the loin shines brightly against the rich red backdrop of muscle. Darron takes the steak and sets it down into a greased pan to cook, next to a pot with eggs in it. While the steak and eggs cook, Darron cuts into the watermelon. The knife slides effortlessly into the watermelon and its juicy pink center is exposed. He slices pieces of banana over the pieces of watermelon. After the steak and eggs finish cooking he places them onto a plate next to the plate with watermelon and banana. Losing himself in the strong aroma, Darron feels an extreme urge to sink his teeth into the strip steak. Cutting into the steak reveals the soft, pink, meaty core dripping with flavor. Darron bites into a piece of the steak satisfying his

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incredible craving. Darron shakes a bottle of Tabasco sauce on the eggs; spurts of red zest cover the eggs. Finishing the New York strip and eggs, Darron starts at the watermelon and bananas. Their sweet taste rush into Darron's mouth, counterbalancing the protein. Darron sits back and enjoys the freedom of being able to take his time eating breakfast, knowing the only entity that controls him is he.

After finishing breakfast, Darron decides to go out on the lake with two of his friends, Anthony and Steve. He walks his dogs outside, where they are free to roam in his boundless yard. Darron's garage door opens and lets him in. The garage reeks of new rubber. He opens the door to his 2015 Aston Martin DB9, Katrina. The crystal smooth paint job and body lines make Darron feel like he's opening a car made from diamond. Once open the lavish smell of leather and suede surrounds him, as if walking into a shoe store. Darron ignites Katrina's 510 horsepower engine. Darron feels the initial snarl and subsequent burbling run through his body. Katrina is ready to do as Darron pleases. Darron drives down, out of his driveway and into the street. A few miles down the road he hops on the highway and pins Katrina down, showing no mercy. She roars past the other cars in reaction. Getting off the highway, Darron stops at the local ice cream joint, Ronnie's. He meets up with Steve and Anthony. While waiting in the long line, they notice a group of girls, their skin glowing in the radiant sun. They walk over and tell them they are going to the lake to jet-ski and unwind on their party boat later. After using only their charm, no coaxing or pleading, Darron has 3 girls in his DB9 and 3 more slide in Anthony's Corvette. They hop back onto the highway and make their way to the lake, Katrina bellowing in the wind.

They make it to the lake and wonder through the woods a little to their docked boats and three jet skis. Darron and his friends take control of the jet skis while the girls take turns riding with them. The girls not on the jet skis make use of the scorching sun above their heads and lie down on the small beach near the dock. After an hour of adrenaline rushing jumps and turns, the group decides to get on the party boat. The boat slowly starts off the dock, with Corona in everyone's hand. The guys immediately start woo their favorite female, Steve a ginger, Anthony a blonde, and Darron a dark-haired beauty. Thirty minutes of groping and osculating later, the men decide to have the rest of the girls join in. The guys know that 2 is almost always better than 1. The day darkens and mosquitoes come to play, signaling the end of the romp fest. They cruise back to the dock and jump back into the cars. They drop the girls off at Ronnie's and exchange numbers. The guys decide to drive back to Darron's house to lift in his gym in the garage.

Once at Darron's house they conclude that they only thing they want to do is deadlift. Not wasting any time, they start pulling. "Boom" – P.O.D. plays loudly in the background. They take turns pulling, putting 1 more plate on after each person pulls. They make their way up to 585, bodies covered in chalk. Steve goes first, forcing out 3 solid reps, blood pouring out of his shins. Darron goes

second, seeing tunnel vision right after taking a large whiff of ammonia. He rips the bar up 5 times, not taking a breath until the 4th rep. Realizing he could have gotten more if he had breathed properly, he smiles thinking it himself, " Who gives a fuck?" Anthony, the last one to take on the 585 pound beast, rocks back and takes a deep breath before exploding. Big Ant manhandles the bar, the basement rings underneath him. After 12 nauseating reps, he grunts out one more, hating to stop on an even number. Feeling completely worn, they go to Darron's outdoor bar next to the pool. Reaching the bar they notice Darron's girl brought a few of her girlfriends over to swim completely. After grabbing a few beers, they decide to play some poker at the table overlooking the pool. The cool night breeze hits their faces in the most satisfying of ways. Their eyes enjoying the view the women have given them, they treat themselves to the comforting rush of nicotine. Darron and Steve light up cigars, while Big Ant throws in a fat lip of Cope straight. A few hours later they decide it's time to call it a day. Anthony and Steve drive back home with the other two girls and Darron goes back up to his bedroom with his girl. Darron exerts the rest of the energy he has left with another hour of peak performance. Darron rolls over and looks across the room through the balcony and into the night sky.

Another perfect day."

Here is an example of a "day in the life" authored as a journal entry.

"Katie"

"I woke up this morning feeling completely rested, and ready for the day ahead. It's been two years since I have needed an alarm clock to get me out of bed. It's amazing how easy it is to spring to life when your days are filled with such gratifying events.

My breakfast was especially good this morning, some organic yogurt, fresh fruit, and my favorite, bacon and eggs. I love the contrast in flavors that the quality foods I consume bring with them, as well as the energy that they provide.

I made my way into my home office, a converted loft space, now furnished in a modern theme. As I sat down and fired up my large screen Mac, I felt my mind racing with creative ideas to write about. This was a good thing, as I had both a blog post to write today, as well as a chapter of text to author for my next book. I remembered the days when checking email and social media were my first actions of the day, and wondered how I ever got anything done with that "reactive" mindset.

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Not today. I opened a new word doc, and typed away, the words flowing out of me freely. Roughly an hour later I was one more chapter closer to completing this book. The feeling of accomplishment brought me much joy.

I decided to head out for a short walk to give my brain a short rest before tackling the content I was set to write for tomorrow's blog post. I mustered my two Pekingese from their morning slumber, and headed out the door.

The spring air felt great in my lungs. I walked briskly, my two dogs faithfully at my side. We made a long loop around the suburban neighborhood, pausing occasionally to sniff and explore.

After our return to the house, I decided it was time to get to work on my next task. Like the first of the day, this writing assignment came to me naturally, and I created an excellent piece of content. It amazes me how simple writing is for me now. I remember the days of writer's block, and constantly feeling pressure to create content that was similar to what other bloggers in my niche were putting out. I've found that the more genuine I am about my thoughts on my subject, and the more insight I provide into who I am, the more great feedback I receive on my work. This is a good thing, since I now never find myself without inspiration.

With those two major tasks of the day out of the way, I decided to check email and my social media accounts. I've switched to a program that allows me to manage multiple accounts from one platform ever since my fan and reader base has grown significantly. I allotted myself 30 minutes to reply to as many reader interactions as possible. Though I could have put more time into it, I've found it necessary to limit my output in that area to avoid getting "sucked in" for long periods of time.

My email included a message from my mother. She loved the new MacBook Air I bought her, and has "gotten with the times" in a big way. Now she emails me regularly, normally to tell me about the bragging that she's been doing to her friends over this magazine article or that one that features me. It makes me incredibly happy to know how proud she is of me these days.

After meeting up with a few childhood friends, and my sister for lunch (which is always a blast), I decided to hit the gym for a quick workout. Today I did some kettlebell work, and a few quick sprint intervals on the treadmill. I'm so happy with the changes that I've made to my body in the last year. While I was never really "out of shape" since I lost the weight two years ago after working with JP, I'm ecstatic about the knockout that I see in the mirror each day when I get out of the shower.

After my workout, I headed back home, where I showered, did my hair (I love this new color), and put my makeup on. My makeup skills have really improved since I decided to learn more about it. I had always wanted to, but considered myself

"too busy" to do so. Not anymore. Now I regularly create time to pursue my interests, and I laugh at the belief that I had before about not being able to do so.

With hair and makeup done, I slipped into my new Dolce and Gabanna dress. I bought it last week, special for tonight. Prior to two years ago, I couldn't have imagined ever looking or feeling this good, or affording this dress for that matter.

Tonight I was meeting a man I met through a business contact for drinks and dinner. He is very handsome, and struck me as a gentleman during our first conversation. I was impressed with his straightforward manner in asking me out, and happily agreed to meet with him. A fellow entrepreneur, we have much in common.

I met Frank at about eight o'clock. We sat and talked for several hours. It was as if I'd known him for ages. There was not a hint of awkwardness in the conversation (except maybe when I snorted from laughing too hard). He was truly a pleasure to sit and talk with. I resisted the urge to kiss him tonight, but I definitely know that I will be seeing him again… soon.

That's it for today journal, thank you for allowing me to open up to you as always. I'm grateful to have you as a listening ear as I describe the day-to-day wonder that I have manifested for myself and now call my life."

Again, these are abridged versions of these clients' stories, but I've included enough of each to provide you with some solid examples of this exercise done well.

Whichever version you choose, first person or third, be sure to include as much detail and sensory language as possible. Once this exercise is completed, read your "day in the life" daily, preferably after you complete your manifestation map exercises.

Note that there is no time period that is "correct" when writing your "day in the life". The setting can be one year from now, ten years from now, or fifty years from now, it really doesn't matter so long as the story represents your ideal life as you see it.

It's also fun (and important) to update these as you progress and grow. I've personally completed about four of these in the last fifteen years, and I greatly enjoy revisiting my older ones. While my earliest edition differs greatly from my most recent, several common themes are still present. These themes exist because, regardless of what stage of development I was in as a person, I placed

importance on the same core needs and values. Basically, my ideal life would satisfy certain needs that were central to my identity.

Complete your own "day in the life", and read it daily. Be sure to allow yourself to "live" the story, knowing what you know about eliciting and experiencing a future state. This will reinforce the important elements of your standards in your unconscious, and help you to consciously "keep your eye on the prize" using the influential power of storytelling.

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PART THREE: Section Three
The Power of Belief

In this section you will learn the power that your beliefs regarding yourself, others, and the world you live in have on your ability to produce the outcomes that you desire. You will learn how to identify your beliefs, and how to eradicate those limiting patterns of belief that keep you from living the life that you truly desire.

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Chapter Thirteen

What are Beliefs, and where do they come from?

In this chapter you will learn what constitutes a belief that you possess, as well as a variety of sources and experiences from which beliefs originate.

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What is a Belief?

A belief is anything that you accept to be true with complete certainty. Beliefs are ideas, thoughts, presuppositions, or assumptions about yourself, other people, or the world that you live in.

Beliefs are capable of being changed or replaced if they are properly challenged, or when new data that supports an alternate belief becomes available to you.

In this next section, you will be learning of the impact that your beliefs have on the actions that you take, and the results that you produce in life; essentially you will learn how what you believe affects your quality of life and your experience.

No discussion of belief would be complete without the obligatory reference to Roger Bannister's breaking of the four-minute mile barrier in 1954. At the time it was believed that no human being would be able to run a mile in less than four minutes. Bannister shattered this belief by turning in a 3:59.4 time on one particular afternoon. Within two months, his rival, whose best time prior was close to two seconds over four minutes, broke Bannister's record by a second and a half. Sixteen more runners turned in sub-four minute times over the next three years as well.

The Bannister story illustrates the effect that believing something possible can have. He did not believe that a sub four-minute time was impossible like everyone else, and therefore was able to make history.

Beliefs often exist in our minds without our conscious awareness. Most times a person is unaware of what their actual belief is on a particular subject until they encounter someone with a different belief, or their belief is challenged by an event or development in their own life.

We go to great lengths internally to protect our beliefs (more on this later). Our unconscious will delete, distort, or generalize entire pieces of our experience in order for our belief to remain "intact" and "unchallenged".

My favorite example of this comes from the work of Abraham Maslow. He was tasked with working with an individual who fully believed that he was dead. The man was convinced that he was a corpse, and all efforts at convincing him otherwise had proved to be futile. Maslow asked the man if he believed that corpses bled, to which the man replied:

"I don't believe they would, no".

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Maslow then gained the man's consent in allowing him to prick his finger with a needle. When the man began to bleed, he reportedly said to Maslow,

"Wow, I can't believe it, I was wrong, corpses DO bleed".

Clearly this man's belief was extremely strong, and the application of any conventional logic was out the window.

Your beliefs are an extremely important piece of your personal blueprint. If you have well developed standards, the finest of intentions, and a plan for action, you can still come up short in your efforts if you are in possession of limiting beliefs that will hold you back.

Read on to learn more about beliefs, where they come from, how to determine whether or not they serve you, and how to eliminate them if they are limiting you. This will be one of the most important sections of this book.

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Origins of Beliefs

Now that we've discussed what beliefs are, let's examine where they come from.

Beliefs can originate in a variety of different manners. Ultimately it doesn't matter where a belief comes from and, in the case of a limiting belief, "understanding" the origins of the belief is largely irrelevant to the all-important cause of eliminating or replacing it. I thought I'd include some of the more common origins of beliefs in this book however, so that you might gain some clarity as to where and how your personal beliefs were born.

Six of the most common origins of beliefs are:

- Unconscious Modeling
- Repetitive Experience
- Reference Experience
- Role Models
- Organizational Culture
- Media

Let's take a look at each of the above now, in more detail.

Unconscious Modeling

Unconscious modeling is a process that we all engage in starting from birth. This is the process by which we learn to speak our native language, learning not just vocabulary, but proper grammar and syntax solely by observing those in our environment. We continue to unconsciously model others throughout our lives.

We adopt beliefs in this manner simply by being around others who possess the belief. In our early years, this influence mostly comes from our families, but as we grow older, it extends to many others with whom we have contact or exposure to.

This is what is at the root of the phrase,

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“You are the average of the five people that you spend the most time with”.

This is a true statement. Those around you will influence your beliefs whether you like it, or want it, or not. If you hang around with people who are extremely negative, and spend most of their time complaining about what they don’t have, chances are you will fall into the same, life-wasting patterns. Likewise, if you associate yourself with others (directly or by studying) who are motivated and driven to do great things, chances are your unconscious modeling of those people will aid you greatly in creating your own success.

Repetitive Experience

Repetitive experience is a pretty simple belief origin to understand. If you’ve demonstrated effort in a particular task over and over, only to come up short with your outcomes, it does not take long to accept that you will always produce the same result anytime you try.

If you find yourself thinking this way about a certain subject, consider that when you learned to walk, or ride a bike, or perform any number of actions of which you are now capable and proficient in, you more than likely took a few spills and incurred a few bumps and bruises. More often than not, in the case of a limiting belief that originated as a result of repetitive experience, the person simply did not try often enough, or for a long enough period of time, or was not flexible enough in his or her approach prior to accepting their results as a determination that they would could forever have the same experience.

Reference Experience

Reference experiences are those that are significant enough to cause a person to believe that taking the same action in the future will produce the same outcome that they previously produced. These differ from repetitive experiences in that they can be a single event, or a series of unrelated events that support the same belief.

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When challenging reference experience-created beliefs, it is important to understand that the past does not equal the future, and that your past success or lack of success in some aspect of life does not determine your destiny with regards to that subject or idea.

Role Models

Role models, or those whom you look up to who you may or may not actually know in person, represent another "source" for you to adopt a belief. This is possible either through unconscious modeling, or by consciously "agreeing" with the person's beliefs on a certain subject due to the respect and admiration that you assign to him or her.

Political views are a big one that comes to mind when I think of this. Many, especially the young, ignorantly adopt the political views of a celebrity or person whom they look up to. This is not to say that you must, by default, posses different views on politics than those you admire, it simply means that one should obviously educate himself or herself before simply "agreeing" with, or "getting behind" the views of another who may or may not have any greater knowledge of the subject than those who the individual is influencing.

Organizational Culture

Organizational culture is another big contributor to the beliefs that people hold. If something is accepted as the "norm" in a community or organization to which the person is exposed, he or she will often adopt the same belief. This again demonstrates a form of unconscious modeling.

This is highly evident in religious "cults". Take the famous Jim Jones story, where hundreds drank Kool Aid laced with cyanide to take their own lives, and those of their children, under the belief that their "leader" had determined the correct path for their lives.

It's interesting to consider religion in general, and the massive influence that it has on the beliefs of those who subscribe to its teachings. One does not have to look far into history to find examples of horrific acts undertaken by members of all accepted religions, fueled solely by their devotees'' beliefs.

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Media

The various forms of media to which people in modern society are exposed represent another common point of origin for the creation of beliefs. You are bombarded with information and entertainment all day, every day in the form of television, radio, and Internet as well as the through the incessant efforts of advertisers seeking to promote their produce or message.

It is very easy for information from any of these sources to permeate your brain and contribute to the creation of your personal beliefs. You don't need to look any farther than the latest "reality TV" program to see a breeding ground for belief formation regarding members of each sex, relationship dynamics, and the state of our respective cultures. More and more, people are establishing life-directing beliefs of certainty from their "virtual" interaction with and exposure to various forms of media.

In discussing the various common origins of your personal beliefs, it is important to reiterate that it is ultimately unimportant where a belief comes from. "Understanding" is the psycho-therapist's game, not mine. If you are in possession of a belief that is serving you, then it doesn't much concern me how you came to adopt it, likewise, if you find yourself holding on to a limiting belief, it doesn't much matter where or when it was born so long as you take appropriate action to rid yourself of it and it's debilitating effects.

Now that you understand exactly what a belief is, and how they originate, let's take a look at the process by which your beliefs affect the actions that you take, and the outcomes that you produce in your life.

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Chapter Fourteen

How Beliefs Determine Your Outcomes

In this chapter you will learn the process that takes place internally when you accept something to be true with absolute certainty. The Belief Loop will solidify your understanding of the connection between your beliefs and your outcomes.

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The Belief Loop

The above diagram is a visual representation of the process that occurs within your brain when you possess a belief. As I explain this process, you will see how destructive a limiting belief can be, as well as how powerful a strong, positive belief can be in your pursuit of your desired outcomes.

Belief

The lower left quadrant of the loop represents the belief that you possess. This can obviously be a limiting belief, or an empowering belief. An example of a limiting belief might be:

"I am bad with money".

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Likewise, an example of an empowering belief might be:

"I am an internally wealthy man/woman who seeks to increase my financial abundance".

Whatever goes into this quadrant will have a profound effect on what happens in the latter portions of the cycle.

Potential

The upper left quadrant of the diagram makes up the potential component. This represents your unconscious perception of your potential to accomplish whatever mission you embark on. Note that this unconscious perception has nothing to do with your conscious desire, as in what you may articulate verbally as a goal. If your belief is that you are incapable of achieving the goal, your potential to do so will be registered as impossible.

Action

The upper right quadrant of the loop represents the actions that you take towards your objective. As the diagram indicates, your actions are a direct result of your perceived potential. If a limiting belief has rendered your potential for success minimal or nonexistent, your actions will reflect that.

This is why people often don't take action towards something that they genuinely consciously desire. If they have a belief that creates a poor perception of their potential, they often will sabotage any effort to work towards the objective at all since they know that it is "pointless" to do so. Remember that your unconscious will do everything in its power to support whatever belief it accepts to be true.

Result

This quadrant is self-explanatory. If you begin with a limiting belief that creates a poor potential for success, your actions will be predictably feeble. Poor action will

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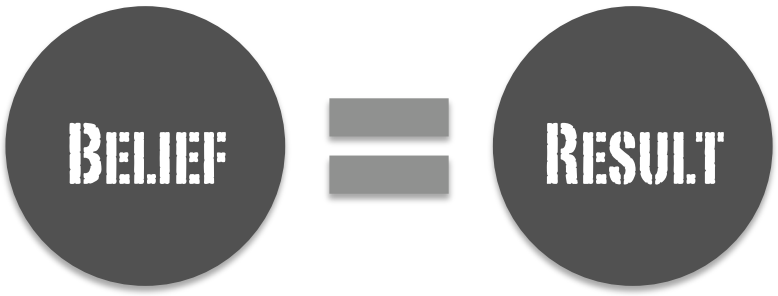
always produce poor results. The truly devastating part of this mix (in the case of a limiting belief) is when the results confirm and strengthen the original belief.

Basically if you believe that you can't lose body fat, your potential to do so will be extremely poor, no matter how many public forums you post your intentions on, or how many people you ask to hold you accountable to your "goal". With a poor unconscious perception of potential, your actions towards that outcome will be weak, or sabotaged entirely. Your poor actions will produce poor or nonexistent results, which will then provide feedback to your original belief. As a result you will believe even more that you are incapable of losing body fat.

As damaging as this process can be with a limiting belief, it can be life changing with a strong, empowering belief. Each successful cycle through the loop where you provide excellent feedback, in the form of results, to an empowering belief will make that belief stronger as well.



Now that you understand how the belief loop works, you can understand the direct relationship between your beliefs and the results that you produce.

Let this diagram serve as your test for each belief that you discover yourself to be in possession of. Plug the belief into the appropriate quadrant, and consider the effect that holding on to it would have on the rest of the process. If you foresee a lack of progress, or a setback occurring in the results department, you have identified a limiting belief. Your next task is eliminating it and deciding what you would have to believe instead if you really wanted to produce your desired outcomes.

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Chapter Fifteen
Protecting Your Beliefs

In this chapter you will learn how your brain unconsciously works to "protect" your beliefs, and see to it that you are always "right".

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Protecting Your Beliefs

Remember earlier when we discussed the Reticular Activation System (RAS)?

You'll recall how powerful of an ally this feature of your wonderful brain the RAS is when pursuing your standard, right?

Well think about this, that very same ally can be one of your worst enemies through its actions when it is working to "protect" a limiting belief that you are holding on to.

Understand that your RAS doesn't do this because it wants to sabotage you or see you fail, it simply runs the programs that it is given, and does so in a highly effective manner.

Accept something as true, and the RAS will locate and lock in on anything that supports your belief.

You have to be right, remember?

By choosing to accept something with certainty (belief), you assign importance to that idea in your unconscious. The RAS does its job by filtering out that information that is irrelevant to the subject to which you've assigned importance, and only "granting access" to the conscious, those things which are relevant and support your accepted "truth".

The three main processes by which the RAS filters information are:

- Deletion
- Distortion
- Generalization

Now we will examine all three processes, and see how your RAS deletes, distorts, and generalizes incoming data in order to protect your beliefs. You will see examples of each process in action, and you will observe how the RAS worked to the subject's detriment in each case.

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Deletion

Deletion is the process by which our RAS filters out incoming data that is not "important" by simply removing it from our experience. This is the most heavily used of the three filtration methods, since we are being constantly bombarded with millions of bits of sensory input each and every second, and are only capable of consciously handling between five and nine pieces at a time.

A simple example of deletion at work is the fact that, until you read this sentence, you were probably completely unaware of the how your left foot currently feels. Now you have read that, the sensations being experienced in this moment by your left foot are moved into your conscious.

Understand that deletion, like distortion and generalization, is an essential process that allows you to allocate conscious focus where it is needed in a given moment. When the unconscious is running a program based on a limiting belief however, deletion will block out all data that would not support said belief, often preventing your awareness of opportunities in the present, or positive reference experiences in the past.

The following story illustrates deletion at work.

Tommy the Loner

Tommy has an identity belief that says he is not "good at talking to women". While the origin of the belief is not terribly important, in his case it stems from his introverted nature in high school. He liked several girls during that time, but did not act on his desires. When he would notice that a girl that he liked was dating yet another new guy, he viewed it as "proof" that he was not the type that girls liked.

In college, Tommy's belief continued to evolve. He would only "get up the nerve" to talk to girls when he was drinking. Normally in these situations, he would nervously speak to a girl for a few minutes with slurred words, only to see her making out with someone else an hour later. He would leave the party frustrated, and continue to drink in his dorm room until he eventually passed out.

Now twenty-nine years old, Tommy has been holding and growing this belief for almost half of his life. He is dismissive of the idea of attracting and interacting with women because of his lengthy track record of reference experiences.

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Tommy tells me that he wants to meet women and go on dates, but that he is just plain “not good at” approaching or talking to them.

I challenge Tommy’s belief by asking him if it is true that he never communicates well with women ever.

He answers by saying that he interacts well with the older, middle-aged women who come into the store where he works as a salesman. He tells me that they often flirt with him. This makes sense to me considering the effort that Tommy puts into training his body.

I ask him how he would rate his interaction with these women. He tells me that he is very good at selling to them, and that his female co-worker routinely “hands off” these customers to him due to the fact that he typically does well closing the deal with their demographic.

When he mentions his female co-worker, I ask him how effectively he interacts with her. He tells me that she was a friend of his older sister growing up, and that they have a lot of fun joking around at work. He says that she has a serious boyfriend and that there is no “tension” between them, just friendship.

I then use his terminology to ask if it is correct for me to presume that the only women who he actually has difficulty approaching and talking to are those with which there is “tension”. He responds that I am “dead on”, and I ask him how he defines this “tension”.

Tommy tells me that by tension he means that he is attracted to this particular female.

“So when you are attracted to a girl, there is ‘tension,’” I ask.

“Yeah, you know, those are the ones I have trouble talking to” he answers.

“What happens when you do?” I ask.

“Well, I don’t” he answers.

“You don’t what?”

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"I don't, I mean I rarely approach anyone I'm attracted to just like that you know?" he says.

"Just like what exactly?" I ask.

"Just cold like that, like I don't know her at all and I just go up to her," he says.

"What would happen if you did?" I ask.

"I don't know, probably get shot down" he says.

"They'd shoot you?" I ask.

"No, you know what I mean, like they wouldn't want to talk to me or go out with me" he replies.

"What would have to be different about you for them to want to go out with you?" I ask.

"Well, I guess I'd need confidence. That's the problem, I don't have confidence when it comes to talking to women"[18] he says.

"All women?" I ask, bringing his attention back to the inaccurate generalization that he is applying.

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[18] Note how his identity belief shifts to a lack of resources belief here, "confidence" being the missing resource.

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"Just the ones that I'm attracted to" he says with a laugh.

"What is different about them?" I ask, *"I mean you seem to be effective at building rapport and influencing women that you aren't attracted to, what makes them different?"*

Tommy laughs again, *"That's a good question".*

"It is, isn't it?" I ask.

"I guess I can try this weekend with Rachel" he says.

"Rachel?" I ask.

"Yeah, my sister's friend's sister" he says, *"I'm kind of being 'set up' with her this weekend at my sister's house. Supposedly she's had a thing for me for a while now according to her sister. She follows me on Facebook".*

"How did this meeting this weekend come to be?" I ask.

"Her sister's been bugging me for a while to meet her. She finally talked me into it" he says.

"Are you attracted to the sister?" I ask.

"Yeah" he responds enthusiastically, *"she's actually super hot" (he proceeds to pull up her Facebook page on his phone to show me).*

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“And you’ve been putting THIS off?” I ask, contorting my face to show my lack of understanding regarding his motivation to do so following the visual confirmation of this girl’s hotness.

“Yeah” he laughs, *“like I said, I suck at talking to women”.*

“I think you just suck in general Tommy,” I say.

Tommy lets out a big laugh and sits back in his chair with a sigh.

“I don’t know what’s wrong with me” he says.

“I do, you need to get laid,” I say.

Again Tommy laughs.

“I expect a text message this weekend telling me that you’re talking to this hottie like you do all of those cougars that ogle you at the store” I say.

“Done deal” he says*, “I’m an idiot aren’t I?”*

“Pretty much” I say.

Notice the “epiphany” that Tommy experiences without me directly suggesting that he can carry his rapport building and influence skills that he obviously possesses in other contexts over to speaking to girls that he is attracted to. This is incredibly common. Our discussion exposed his deletions, broke down his beliefs, and allowed him to connect the dots internally. The resources were there, he just needed me to hop the fence and let him in.

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You'll notice how he deleted the entire idea of meeting with "Rachel", despite being attracted to her, putting off the interaction. Additionally, he was deleting the wealth of reference experiences that he had behind him where he successfully communicated and even flirted with women in order to protect his belief that he wasn't any good at it.

Imagine now that Tommy goes into the meeting with Rachel with the same level of confidence that he has in dealing with his customers at work. We already know that she is attracted to him, and he to her, so the "hard part" in rapport building is already done. Whether the two of them go out once or twice, have a wild fling, or settle down together is irrelevant, what matters is that once Tommy confidently navigates his interaction with this attractive girl, he will have created a new reference experience that says that he is more than capable of doing so whenever he chooses to.

Remember that if incoming data or past reference experiences are not in line with, or do not support your beliefs, you will delete them from your experience. This doesn't necessarily mean that you won't notice them or remember them at all, as in Tommy's case, it simply means that you won't recognize those inputs in the present as opportunities to be acted on, and won't use the reference experiences of the past to establish a new or different belief.

Becoming mindful of your beliefs will serve you well. Imagine a life where "all of the sudden" opportunities to do, or get the things that you want begin to present themselves to you left and right. The truth is that they are there already, but if you possess a belief that renders them "unimportant", as in not supportive of your beliefs, you will be blind to their existence thanks to your trusty RAS.

Also consider how deletion to protect a belief that serves you can be beneficial. Imagine for a minute that you are pursuing some sort of goal or achievement. You are convicted in your belief that you will do whatever it takes to get there, but are constantly bombarded by other people's comments about how "unlikely" or "unrealistic" the nature of your desire is. If you doubt yourself, these words of discouragement might very well influence you to give up in your efforts, but if you are certain that you will succeed, you will "hear" the words, but delete the message from your experience.

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Distortion

Distortion is another process that we use to protect our beliefs. This differs from deletion in that our brain does not dismiss the data entirely from our conscious, but rather alters the data so as to assign it new meaning. This new meaning will of course be one that is line with the belief that is associated with the subject.

Distortion, like deletion, can work to your benefit, or your detriment. If you fail to produce your intended outcome with a given effort for example, some may represent the situation as a failure or a horrible event, in effect making it worse than it actually is. Others may take the same data and represent it to mean something different, such as accepting their lack the desired result as a learning experience from which they can extract a lesson that will help them become more successful in their later pursuits.

One of the most commonly referenced examples of distortion, and different representations of the same outcome, comes from the story of Thomas Edison's quest to produce the first electric light bulb. He was reported to have tried, and failed, to create the light bulb ten thousand times before getting it right.

When asked by a friend how he was able to keep pursuing his invention after so many failures, he reportedly answered,

"I did not fail, I simply learned ten thousand ways how not to invent the electric light bulb".

Edison's "distorted" perspective of the events of his work contributed greatly to his eventual success. His belief was that he would succeed in his mission and therefore he distorted the data that he was presented with so as to support his belief. This is obviously an example of distortion working to one's benefit.

In the case of a limiting belief however, distortion will also cause you to represent events only in a manner that supports your limiting belief.

For instance, if someone were to offer you help with a challenge out of genuine good will, you may represent his or her offer as condescending, driven by an ulterior motive, or otherwise negatively motivated.

If you were to meet a wonderful potential mate who seemed perfect for you, you may choose to represent them as *"too good to be true"*, and distort their motives or attributes of their character so as to not challenge a limiting belief that says you *"never meet the right man/woman".*

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Distortion is heavily seen in communication with others. If you've ever found yourself saying that someone *"took something the wrong way"*, or was "*putting words in your mouth",* then you are familiar with the idea of distortion.

In those cases, what your intended message was probably not supported by the other person's beliefs. You may have had the best of intentions, but found the outcome of the communication extremely negative. One of the skills that I spend the most time teaching to clients is the skill of effective communication. One of the first lessons learned in this study is that the only thing that matters in communication with others is the result that is produced.

It does not matter what your intention is, it only matters how the other person receives and perceives your message. My clients learn to be more effective, and more flexible in the delivery of their message so that they can produce the outcome that they want, regardless of the beliefs held by the other person/people.

The diagram on the next page represents a model of communication between two people.

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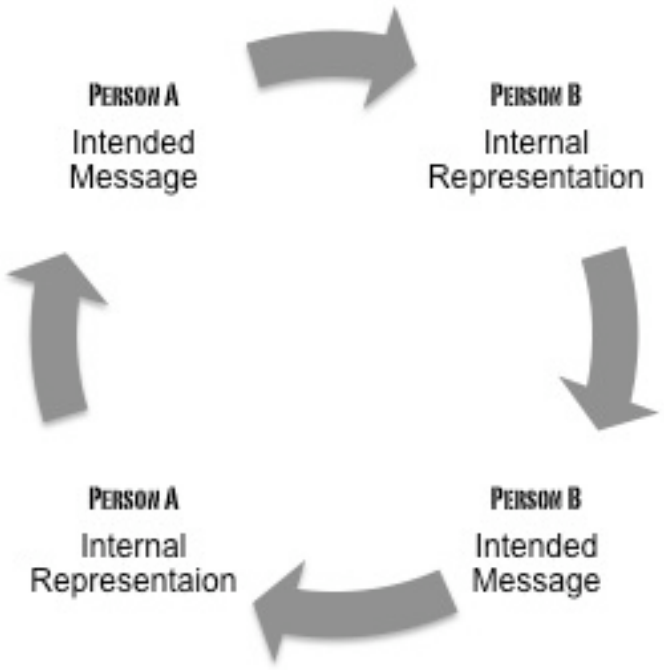

The above diagram depicts a basic model for communication between two people.

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Generalization

Generalizations are technically examples of a distortion applied to an entire "category" of people, type of activity, or specific event. People generalize everyday in a useful manner, for example, at a young age you may have learned that fire was hot and would burn you if you touched it. As an adult, you don't have to discover this information again each and every time you encounter an open flame; you formed a generalization that was critical to your survival early on in your life.

Not all generalizations benefit you however; many represent massive limiting beliefs that can greatly inhibit your success.

A few examples of limiting generalizations that one might create to support their beliefs are as follows:

- *"All men cheat"*
- *"Attractive women are only into guys with money"*
- *"Good things only happen to bad people"*
- *"It's all about who you know"*
- *"You need to spend money to make money"*
- *"Nice guys finish last"*
- *"_____ (Insert race) are lazy/crazy/useless, etc"*
- *"New Yorkers are rude"*
- *"Women are terrible drivers"*

It's obvious that each of the above represents a generalization that indicates closed mindedness, and could prevent one from taking certain actions and, in turn, producing certain results.

Given the examples that I've provided, what are some generalizations that you currently accept to be true?

How many can you list from both classes; those that serve you and those that support a limiting belief that you are in possession of?

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So now you are aware that your brain will go to great lengths to protect the beliefs that you hold. It is capable of categorizing large groups of individuals or events that have no actual connection to dismiss something, can alter the meaning of something else, and can completely remove data from your experience and conscious memory if it has to. Your brain goes through these processes all day everyday. You can see how important it is to ensure that only beliefs that are empowering and will push you towards your objectives should be accepted and assigned importance.

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Chapter Sixteen
Limiting Beliefs

In this chapter you will learn of the most common forms of limiting beliefs. Your increased understanding of these classifications will help you in later identifying your own limiting beliefs, and eliminating them.

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Limiting Beliefs

Limiting beliefs are simply those beliefs that you possess which create patterns of action, and hence results, that are not in line with your consciously desired outcomes.

By now you are familiar with the belief loop, and the process by which beliefs influence your actions and results.

Anywhere that you can identify an aspect of your life about which you are unhappy or unsatisfied, you will find a limiting belief, or series of limiting beliefs that are responsible.

It is critical that you learn how to identify the limiting beliefs that you are in possession of so that you can alter them, eliminate them, or replace them with beliefs that will serve you on your quest to your desired outcomes.

In the following pages, I will be presenting the four most common categories of limiting beliefs. As you later work to identify your own, you will more than likely be able to classify each as being an example of one of the following categories.

Understanding the sources of your limiting beliefs can be useful, but remember that ultimately what matters is the eradication of those beliefs that do not serve you more than anything. If you are unable to pinpoint when or where you adopted a certain belief, it really does not matter as long as you resolve to fix it today.

The four most common types of limiting beliefs that I encounter with my clients are:

- **Beliefs about identity**
- **Beliefs about a perceived lack of resources**
- **“If X then Y” beliefs**
- **False Association of Cause and Effect (FACE) beliefs**

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Limiting beliefs about Identity

Limiting beliefs of the identity class are among the most common that I encounter. These are born from the same variety of origins as the other types, but can be some of the most lasting and destructive beliefs.

Identity beliefs are often formed as a result of past behaviors demonstrated by the subject, and little else. For instance, someone who has previously made poor decisions regarding money will often develop a belief of being “bad with money” that will then influence all of their financial behavior and decisions from that point on (see belief loop).

Once a person takes “ownership” of a particular characteristic, and accepts it to be a part of their identity, the effects are severe. This is one of my principle objections with organizations like Alcoholics Anonymous (AA) and Narcotics Anonymous (NA). While I support any method that people are able to use to overcome a challenge, the system used by these organizations is rife with flaws in my opininon.

Imagine a person who has made very bad decisions with regards to alcohol or drugs in their past. They produce enough pain in their life and decide that they are ready to put that chapter of their life in the past. AA and NA are designed to help support this person in their “recovery”.

Now consider that this same person can be sober for twenty years, not having taken a drink, and not having had any desire to do so, and they are expected to introduce themselves at a meeting of one of these organizations by saying,

“Hi, my name is X and I’m an Alcoholic/Addict”.

Now if this person has been sober for twenty years, are they an addict?

Of course not.

But what does this do to the individual’s beliefs about himself or herself?

Can you see how that statement of identity perpetuates the idea that they are “diseased” and just an eyelash away from “relapse” at any moment?

Remember the loop, whatever you believe must be true. You will do whatever you can to make it true. Imagine the struggle that creates for this person who otherwise might just accept that they are no longer motivated to harm themselves with drugs or alcohol.

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Some common examples of limiting beliefs about identity that I encounter are:

- I'm bad with money
- I'm bad with women
- I attract the wrong kinds of men
- I don't commit to anything
- I give up too easy
- I jump from one project to the next without finishing anything
- I'm not a motivated person
- I'm not athletic
- I'm a bad decision maker
- I'm lazy
- I'm a procrastinator
- I'm not a people person
- I'm a horrible speaker

As I said before, most identity beliefs are simply based on the past behavior of the individual. They believe that since they behaved a certain way in the past, they are condemned to doing the same, with the same results, for the rest of their lives. The obvious solution here is changing the behavior going forward. Once a person has demonstrated a capacity to behave differently and produce different results, it is amazing how rapidly their beliefs about their identity change.

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Beliefs about a perceived lack of resources

The second most common type of limiting belief that I run into is the belief that the person lacks one or more resources necessary to achieve a certain objective.

These people believe that there is something that they lack that keeps them from doing whatever it is that they want to do. I hear these daily. While they are technically excuses, the person in possession of this belief accepts that their "lack" is what is responsible for their unhappiness.

Test a belief like this with the loop, and you will see why this person will never produce the outcome that they desire as long as they keep believing that there is a piece missing.

Some common lack of resource beliefs that I encounter are:

- I don't have the money
- I don't have the time
- I don't have the talent
- I don't have enough education
- I lack the credentials
- I lack the experience
- I don't have the right connections
- I don't have access to the right equipment
- I don't have the right training program
- I don't know enough about diet

One of the most common methods that I use to challenge these beliefs in others is the use of stories and metaphors. Consider the guy who tells me that he doesn't have the right diet to build the body that he wants. I might reference prison inmates, who he is able to create an image of in his mind. I'll cite their lack of control over their dietary intake, and contrast that to the freedom that he has to make the dietary decisions that he wants.

From there he might agree but "counter" by saying that they have "all the time in the world", and that he has a job/kids/more responsibilities. To this I will usually ask him how much time they have to exercise with weights. Answering this question will usually result in his realization that, once again, he has much more time available, with more freedom, to make the decisions necessary to accomplish his objectives.

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Remember that people are often unaware of what their beliefs are until they are challenged. If they don't even know what their beliefs are consciously, how would you expect them to understand the detrimental effects that they are having on their results.

My course of action in eradicating lack of resources beliefs in individuals is always a process of making the person understand that they either have the necessary resource, or that they are erroneously placing too much importance on that specific variable in the overall success equation.

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"If X then Y" beliefs

This common class of beliefs is similar to the lack of resources variety in that the person believes that there is something missing from their equation. In this format however, it is linguistically represented as,

"If I had X, then I would be able to Y"

"If X would happen, then I'd be able to Y"

They are therefore more flexible than a true lack of resources belief, and allow for more ridiculous things to be inserted into the "X" portion, and assigned undue importance to accomplishing the "Y" (result).

It's remarkable how often people use sentences of this structure.

Here are a few recent ones that I have heard:0

- If I could get out of debt, then I could start saving money
- If I made more money, I could get out of debt
- If I got this new job I'd have more confidence
- If my boss would give me more responsibility I'd perform better at work
- If I had more time I'd do more reading
- If I felt better about myself I'd try to meet people
- If my friend would help me out I could get this new job
- If people would believe in me I could do much more with my life
- If I had the right woman I'd be able to make better decisions

In each of the above cases, the "Y" result can be produced without the "X" being present. You'll note that each uses very vague language as well. A common thread in this type of belief is a lack of clarity and actual definition of what "Y" is, while having a much clearer idea of what the "X" is that is missing.

Again remember that, as silly as some of these may sound, these people have accepted these things to be true. Since that is the case, the belief loop has "confirmed" their belief through the results feedback leg over and over, strengthening the belief and enhancing their certainty. Until they can laugh at the ridiculousness of the belief, they will not break the pattern.

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False Association of Cause and Effect (FACE) beliefs

False Association of Cause and Effect, or FACE beliefs for short, are similar in nature to “If X then Y” beliefs in that they involve two variables. They differ however in that X then Y beliefs involve a missing piece that is responsible for the lack of result, while FACE beliefs involve an action that could be taken, but isn’t because of certainty about an undesired outcomes that would be produced as a result.

A person with a FACE belief thinks that if they do something that may well be beneficial to them, they will in turn experience something negative. These beliefs are every bit as detrimental to life quality as the other classes, and are usually based around a generalization.

An example of a FACE belief might be:

“I’d love to have a great relationship, but I can’t because if I try, I know that I’ll get hurt in the end”.

Another might be:

“I’m more than qualified for this new position, but I know that I won’t get it if I apply, and I don’t need that kind of rejection right now”.

Normally these beliefs arise due to past experience, either by the person themselves, by their peers, or a combination of the two. These people form a generalization around the particular action that links it to an undesirable outcome, and therefore avoid the action altogether.

In order to get rid of a FACE belief, it is necessary for the person to be made to explain what constitutes the absolute link between action and outcome that they perceive. There will be a generalization uncovered which I can then challenge and eliminate through a variety of methods.

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Chapter Seventeen

Identifying Your Limiting Beliefs

In this chapter you will learn two methods that you can use to identify your own personal, limiting beliefs. Remember that before a belief can be changed, you must first become consciously aware of its existence.

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Identifying Limiting Beliefs

As I mentioned before, a person is often unaware of what their accepted beliefs are about a certain subject until they are challenged. Almost without fail, I am able to uncover a series of limiting beliefs at the root of the lack of success in a certain area of a person's life that prompts them to hire me. Two of the methods that I use with the most frequency I will present here. You can use these same methods to shed light on your own limiting beliefs, keeping in mind that in order to change them, you must first be aware that they exist.

If you complete the exercises below, you will undoubtedly discover some beliefs that you possess that are not serving you, and will be prepared to take action to change them so as to change your results.

Why are you not there?

One of the most common methods that I use to uncover limiting beliefs involves the asking of a simple question. Often times I must ask repeatedly, challenging the person's responses of "I don't know", but with enough flexibility of approach, I am able to get to the pesky little belief in question.

Once I have the person define what their standard is, their big picture objective for a certain life heading, I will then ask them,

"Why are you not there now?"

This can be done with the larger standard, or with a "chunked down" target that is where they see themselves desiring to be in six months or a year.

I ask this question knowing that the "reason" that they give me will expose their limiting belief.

It's interesting to note that the question "Why" is not one of the questions used in the "meta model" of NLP. The meta model is used to "chunk down" communication and bring about a more accurate representation of what the person is really trying to say. It is the tool set that is used to bust up deletions, distortions, and generalizations, and allow the person to realize the answer that they hold in their unconscious to their particular challenge.

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The meta model questions are:

Who?
What?
When?
How?

The question “why” is purposely absent in this model due to the fact that the answers provided to it are always of a useless nature since they invite deletion, distortion, and generalization. Remember that I don’t really care why you’re messed up; my only concern is fixing you going forward. The endless quest for “understanding” a problem, or the origin of a problem in childhood, is the pursuit of the conventional psycho-therapist (yes I purposely hyphenated that). Their belief is that if you understand your issue, you will be able to cope, recover, heal, or whatever other bullshit of the day they wish to spout. In any case, it is presented to be a long process, usually involving prescriptions and frequent office visits, and unfortunately has a zero success rate historically.

In this application however, the question “why” is purposely used to uncover the belief that this person is operating with so that it can be eradicated, not understood or analyzed.

Below are a few examples of my use of this question with clients. Understand that the standard or desired outcome has been identified prior to where I begin each interaction, and that I end the excerpt after the belief has been uncovered, and before the course of action to eliminate it would take place.

As you read each, see if you can identify which class of limiting belief the exposed belief falls into, and see if you can imagine how this person might go about changing their belief.

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SUBJECT: 32-Year-old Female

She has already determined her standard in the personal finance heading which includes becoming debt free, and establishing a solid plan for savings.

JP: Ok, so you have created your standard for your personal finances, now I want you to chunk that down and tell me where you want to be in six months.

Woman: Well, I want to be a lot closer to out of debt, and I'd like to have some money as a cushion so I'm not broke all of the time.

JP: Ok, now why aren't you there now?

Woman: Because I haven't done what I need to do yet. I haven't disciplined myself to set money aside, or pay my bills on time.

JP: Why do you suppose you haven't done those things?

Woman: I don't know, I mean I want to, I don't know why I haven't.

JP: Yes you do. Well, let me step back a second, if you did know the answer, what would it be?

Woman: I don't know**, *I've just never been good with money. I don't have the discipline that some people do when it comes to that. I buy things without thinking about how I'm going to pay for them.***

SUBJECT: 22-Year-Old Male

This guy has determined that his six month target includes getting "out of his shell" and meeting/dating girls.

JP: So you're going to meet new girls, and ask them out properly, demonstrating some of your newfound rapport building skills, right?

Guy: Yeah, that's what I want to do. What I have to do really.

JP: Why haven't you been doing that for the last six months?

Guy: I honestly couldn't tell you why.

JP: You afraid you might ruin these girls for all others?

Guy: (Laughs) No, that's definitely not it.

JP: So why haven't you then?

Guy: I don't know, I feel like if I go up to a girl, she might not be interested in me or something and then I'll feel stupid.

JP: Feeling rejected would make you stupid?

Guy: No I'd just feel stupid I guess. That's what's happened before. It sucks. Girls don't tend to like guys like me.

SUBJECT: 35-Year-Old Male

This man is a personal trainer who has a family and has hired me because he is unhappy with where he is in terms of his physical appearance primarily. He feels that a more impressive physique would improve his business.

JP: So you have your standard image for where you want to be body wise.

Man: Yeah, it's Mark Wahlberg, well this one particular photo of him.

JP: And why don't you look like that now?

Man: Ughhhh, I don't know. I mean I know how to do it. I help others do it, I just don't know why I haven't done it for myself.

JP: You have no idea?

Man: Well, I mean I guess **I'm so busy worrying about helping them that I don't take the time for myself. They only have to worry about themselves; I have to worry about all of them. If I only had to worry about me I'm sure I'd be a hell of a lot closer to where I want to be.**

JP: So it's an issue of the quantity of worry that keeps you from your target?

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Man: Not worry, just like, **if I had the time to just train myself and didn't have to train all of them I'd definitely do better. But if I really focus on me, then my clients' results will suffer and I'll lose business. My diet sucks half the time too, I've never been the best with dieting anyway, but with the run around going from client to client, I really tend to make bad choices.**

You can see how this simple line of questioning elicits the answers that contain the vital information about the client's beliefs.

Use this process with yourself:

1. **Determine your standard for each life heading**
2. **Chunk the standard down to a six or twelve month target**
3. **Ask yourself why you aren't there now**
4. **Go inside and find the answer, keep asking until you uncover the belief**

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The "I suck" List

This second method of limiting belief elicitation is one that I developed for use with my clients over the last two years. I've found it to be an excellent way to uncover loads of limiting beliefs in all areas of their lives without having to arrive at them directly through the conversational process. By using this method I am able to address the beliefs one by one with the client, and reference the list if there is resistance down the road when working towards an outcome to determine if they are still in possession of a certain belief.

The process of creating an "I suck list" is simple:

1. **First define your standards for all five life headings.**
2. **Once you have clearly defined standards, make a detailed list of all of the things that "suck" about you that have prevented you from producing those outcomes to this point in your life.**
3. **Be as critical as possible in this exercise. This is the one time that I encourage the use of negative phrasing. Really let yourself have it, and list everything that you feel has contributed to your lack of success at this point in your life.**

Below I have provided an example of an actual "I suck list" as prepared for me by a client.

Read through the list carefully, and see if you can classify the entries by category of limiting belief.

Also, run each statement through the belief loop and predict what the outcome will be for the client if they continue to operate with certainty about that particular subject.

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Sample "I Suck List"

NOTE: This list was submitted to me before the client had defined a mission standard, hence the missing fifth heading.

Body

- I'm soft.
- I have chronic injuries to my shoulder and foot that limit what I can do.
- I over think everything, which causes me to program hop.
- I'm skinny fat.
- I'm judgmental and have no reason to be nor do I want to be.
- I have a pencil neck, tiny wrists, narrow shoulders.
- I don't push myself.

Relationships

- I'm angry a lot.
- I'm mean to the people who love me the most.
- I'm critical.
- I project my failures, inaction, and flaws onto others by taking out my dissatisfaction with myself on them.
- I'm guarded, I don't open up.
- I'm quick to rage, not just anger but yelling and screaming.
- I save my worst behavior for my family.
- I lecture.
- I take out my frustration on my family.
- I'm shy and totally lack confidence, which makes me seem like an aloof dick.
- I don't know how to talk to people.
- I haven't had a genuine friend other than my wife since middle school.
- I don't make an effort to have a relationship with my folks and sisters.
- I'm hard on myself.
- I don't give myself any credit.
- I question everything I do.
- I'm a terrible parent.
- I'm too quick to criticize.

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- I see aspects of my shortcomings in my boys and I'm hard on them for it.

Career

- I'm complacent.
- I'm afraid to take risks.
- I don't have the knowledge/skills to do anything on my own.
- I'm not good at my current job.
- I'm stuck. My schedule and salary make it impossible to leave.
- I make only the necessary effort not to get fired.
- I'm extremely indecisive, even if I want to make a change I move from one idea to the next practically weekly.
- I won't put myself out there.
- I'm a research addict, I don't take action.
- I'm a quitter. When the going gets tough I convince myself that I'm better off quitting.
- I over think everything. It keeps me from having to take action.
- I can't start at the bottom. I've boxed myself in.
- I'm afraid of the unknown. As the grass my not actually be greener on the other side.
- I wait for the perfect time knowing there will never be a perfect time.
- I don't have what it takes to run a business.

Finance

- I operate from a place of scarcity.
- I use lack of money as an excuse not to better myself.
- I'm a hypocrite. My wife goes shopping and I question if she needs to, but I'll by shit on Amazon when I don't really need it.
- I'm not putting aside money for college for my boys.
- I don't pay enough attention to my finances.

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As you can see, this client produced a very comprehensive assessment of his perceived limitations in his ability to produce the outcomes that he desires.

This list served as an excellent starting point for changing, eliminating, or hijacking his limiting beliefs, allowing him to "get out of his own way" and make serious progress in all aspects of his life.

I challenge you to take action and produce your own "I suck list" today.

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Chapter Eighteen
Eliminating Limiting Beliefs

In this chapter you will learn how to eradicate limiting beliefs that would otherwise hold you back from reaching your goals.

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Eliminating Limiting Beliefs

Once you have identified your own limiting beliefs, you are ready to take the next step and rid yourself of these harmful mind viruses.

Often times I'm able to guide a client through a process where they rid themselves of the belief in seconds. This is most easily accomplished with generalizations, and beliefs of the lack of resources variety. If you challenge your generalizations, if X then Y patterns, and FACE beliefs, you should be able to do the same.

In the case of identity beliefs however, it is often necessary to initiate a process that the client must go through to change his or her belief into an empowering one over time.

The challenge here is that the person has accepted that the belief is absolutely real, and is part of his or her identity. They can accept a smaller, "micro belief", in the moment, but need time to strengthen the new belief so that it eclipses the remains of the old one entirely. This is necessary because they must now adopt a belief with utmost certainty about who they are as a person.

Three of the common methods that I employ with a client to build a new, empowering belief in the place of a limiting belief are:

- **The Table Method- Creating New Reference Experiences**
- **Manipulating Submodalities**
- **Hijacking the Belief Loop**

In the next few pages, I will explain these methods, and provide examples of each in application with real clients.

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The Table Method- Building New Reference Experiences

What I call the table method references the metaphor that is commonly used to describe the manner in which beliefs are constructed.

If you think of a belief as a tabletop, the legs that hold it up are the reference experiences on which the belief is able to stand. No legs, no belief, does that make sense?

Now an existing belief has legs under it and stands on its own, but a new belief is nothing more than a top without legs. In order to get it to stand, you must build some legs to put under it. Some of these you will be able to access from your previous experience, once the initial belief is challenged, and you are tasked with recalling experiences that would support the new belief, experiences that your RAS would have deleted due to their incongruency with your existing belief (you'll see how this works in a minute). These existing experiences can certainly help get your table top off of the ground, but the work ahead of you is in building new table legs; new reference experiences through your consistent, directed actions.

One of the best examples of this process in action in my recent work comes from an experience with a client who I will call Jake.

Jake's Story

Jake contacted me about coaching to help him in his relationship primarily. He had experienced a rough few years, and was very much unhappy with the state of things as they were.

Jake was in his second marriage, had a son from a previous marriage who had moved out of state, a step daughter, and another young daughter with his new wife.

Jake told me that he had battled with anger management issues his whole life, and that his frequent outbursts had created many problems in his marriage(s). He wanted nothing more than to be the man that he knew he was capable of being, but found himself fighting with his wife and pushing her away over and over. No matter what he did, it seemed like they would argue, things would get intense, and she would pack up and leave for a period of time. Jake had started drinking heavily during this period, had been seeing a therapist for years, and was taking medication.

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Jake had been suffering for entirely too long. I assured him that we would work together to fix the situation as rapidly as possible, and that he would be able to enjoy his life and enhance the quality of his relationships in spite of what he had demonstrated in the past.

I assured him that his past did not equal his future, and that he was more than his past behavior.

When Jake explained to me the ideal life that he envisioned with regards his relationships with his wife and children (his relationship standard), he was very emotional. I knew that he was immensely troubled by the outcomes that he had produced thus far, and that he needed intervention in a major way.

When I asked Jake what he believed about himself that had resulted in his behavior, he told me that he constantly felt that he was unworthy of his wife and children, and that he lived in constant fear of losing them.

I took a few moments to explain how his beliefs had influenced his behavior negatively, and asked him what he would have to believe instead if he wished to produce different results.

Jake paused for a second and then answered me:

"I guess I'd have to believe that I AM worthy of my wife and kids and that I can be a better husband and father".

I told Jake that he was on the right track. He told me that what he had said truly represented what he wanted to believe.

The problem however, to me, was not in his intentions behind the words he used, but rather the words themselves.

I explained to him that by stating that he was "worthy" of his family, that there was a presupposition that it was possible for him to be worthy. I explained that a great father and husband doesn't think of himself as either worthy or unworthy of his family, he merely believes that he is the best husband and father that he can be.

Jake liked what I was saying and told me that those words gave him a better feeling than his original ones right off the bat.

I took some time to explain the table analogy to Jake, indicating that the belief that he had been operating under was held up by the reference experiences of his past behaviors. I also told him that since his was a belief about his identity, he

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would have to build some new legs on which his new tabletop could sit.

This was met with some resistance by Jake, his concern was that he couldn't seem to "get anything right", and that building these new table legs would be a serious challenge. I told him that I thought he was full of shit, and countered that I would be willing to bet my net worth that he had done plenty of things that would support that belief, even recently, and that he had simply deleted them from his representation of the experience because they were incongruent with his limiting belief.

I asked him to tell me some things that he had done recently that would support a belief that he was the best husband and father that he could be. He was quiet for a few seconds, and then proceeded to fire off a list of recent things that fit my criteria.

I explained to him how deletion worked, and gave him an assignment of taking action in support of his new belief (building new table legs), as well as preparing for me a list of everything that he could think of that would support the new belief that he had done in the last three months or so. This was done in order to draw attention to the reference experiences for the new belief that were already there, but which he had deleted because they did not support the limiting belief that he was in possession of at the time.

Jake agreed to heed my guidance, and we ended the session for the day. Less than twenty-four hours later, I received an email from Jake as per my request.

Here is "Jake's" actual list of "table legs" that he emailed me. Keep in mind that each of these were actions that he had taken within the previous three months. You'll see how much data he had deleted in that time, failing to use any of these entries as reference experiences because they were not in line with his existing belief of being a "screw up" of a father and husband, unworthy of his family.

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JP,

Here is a list of "table legs" for the new belief, that I am the best husband and father I can be.

- Getting off my ass and getting help
- Taking my girls to school
- Doing my daughter's hair for the day
- Grocery shopping for my family
- Helping my daughter with her homework
- Picking the girls up from school on days I'm not at work
- Taking my daughter to go feed the ducks at the park
- Taking the kids to the park
- Taking the kids to the splash pad
- Taking my son and daughter hiking and out to lunch afterward
- Having camp out downstairs with kids
- Taking my son on camping
- Chaperoning my daughter's build a bear field trip and service project
- Going to my daughter's field day and playing tug o war against her whole class
- Taking overtime when it comes up for my turn
- Being supportive with my wife and her sobriety and her work with the program
- Helping wife clean house and do laundry
- Making dinner for family
- Making mothers day brunch
- Making mothers day dinner for wife and mother in law
- Watching the shows my wife wants to watch
- Making our bed and the kids bed after cleaning the sheets
- Bringing coffee to my wife in bed in the mornings
- Doing dishes and keeping the kitchen clean
- Working a job that provides for my family
- Helping my son with homework
- Coaching my son's football team
- Holding my temper with the girls when they are acting up
- Talking calmly with the girls and wife when discussing difficult topics and discipline

I hope this is what you were asking for JP. Thank you some much for the coaching, my wife has commented that she has seen a huge difference in me and is seeing the real me that she knows is there.

Thanks.

As Jake worked to complete the list of appropriate reference experiences, he became increasingly aware that he was already doing things that supported his new belief and, having learned about the belief loop, was able to see how his limiting belief had influenced his actions that had produced the negative outcomes.

Jake went on to build new table legs each day. I won't say that his journey was without hiccups, his wife had some table legs of her own under her belief that he would perpetually repeat his previous pattern and therefore was unconsciously guided to provoke arguments with him. He had one specific episode where he lost his cool and she threatened to leave him again. He contacted me to ask what he should do, and I was able to coach him through the experience. I assured him that in time his wife's belief would change as well, as his actions consistently supported his new one, and that the decisions and actions that he made or took in his interaction with her would require significantly less conscious effort as his belief grew stronger and guided his actions.

This was precisely what he experienced over the next several weeks. He and his wife's bond increased exponentially as she was able to relax into her new belief that he was a changed man, ready to be the best husband and father that he was capable of being.

I'm happy to report that Jake and his family are doing extremely well at this point.

If you've identified a limiting belief of the identity variety in your own mind, it is up to you to take action and build new table legs for it to stand on. Use the process that I used with Jake; identify any and all reference experiences that you've deleted as a result of your old belief that support your new one. Once you've done that, work to create new reference experiences each day. In no time you will have "hijacked" the loop while consciously choosing to operate in a manner that is in line with what you want to believe.

Just like building a new habit, this process takes roughly three weeks before it becomes entirely automated. You'll notice yourself thinking, speaking, and behaving radically differently than before without conscious thought. These observations will only serve as confirmation that your new belief is getting stronger, and will elicit a feeling of progress that will only fire you up more to keep up the good work.

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Submodality Manipulation

You'll recall that one of the methods I detailed for changing your state involved manipulating the submodalities of your representation of the experience. This was demonstrated in the story "Clint's Especially Bad Day". Clint was able to manipulate the submodalities of his troubling memory in order to eliminate the power that it was having over his state upon thinking about it. Submodality manipulation is an extremely useful skill that you can use to accomplish a variety of objectives.

Here I will show you how you can use this skill to enhance a belief that you wish to make stronger. Obviously if we can do it this way, we can use the same process in reverse to weaken an existing belief. For our purposes here however, we will focus on how to use this process to strengthen a new belief that you are creating to replace an existing identity belief as described in the previous portion of this chapter.

When you think of something that you accept with absolute certainty, you will create a representation of this idea in your mind. This may be in the form of a movie, or maybe just a picture or sound. In either case, the representation will have certain submodality characteristics. If you think about something else that you have a similar belief about, you will notice that the submodality data is also similar.

For instance, if you think of what would happen if you dropped an object from a balcony, you will create a representation of that experience in your mind's eye. Because you understand gravity, and have accurately generalized what the outcome of such an action would be, you have a tremendous amount of certainty associated with the outcome of the experience. This is an example of a very strong belief that you possess.

If you then think about a belief that you don't feel as strong about, perhaps one that you are working to build in order to replace a limiting belief about your identity, you will notice that the submodalities are different. If you can observe the way that your brain represents the strong belief, you can then apply the same submodality information to the representation of the belief that you wish to make stronger.

This represents a form of "hijack" where you are taking a mental shortcut to enhance the strength of your belief by assigning the same submodality data that you unconsciously apply to the strong, established belief to the new belief.

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Exercise: Manipulating Submodalities to Strengthen a New Belief

Step One:

Think of something that you believe to be true with absolute certainty. Make sure that this is something powerful like the fact that the sun will rise tomorrow on the eastern horizon.

Step Two:

Unconsciously create a representation of that belief in your mind's eye (this requires no effort, it will happen automatically upon thinking of the belief).

Step Three:

Elicit the submodalities of the strong belief.

- Where is the image or movie located in relation to the mind's eye?
- What is the intensity of the colors?
- Are you associated or dissociated?
- What is the sound clarity like (if there is a soundtrack)?
- If there is self-talk, is it in your voice or someone else's?
-

Step Four:

Now think of a belief that you would like to make stronger, and elicit the submodalities from it.

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Step Five:

Note how the submodalities of the new belief differ from those of the established, strong belief.

Step Six:

Break state by thinking of something else and changing physiology.

Step Seven:

Think of the new belief once again, this time applying the same submodalities as the stronger belief.

Step Seven:

Notice how you feel about the new belief once you “code” it the same way that your brain naturally codes a belief that you completely accept.

Step Eight:

Repeat this process consciously, as needed, until any effort to represent the new belief results in the strong belief’s submodalities being automatically applied to the new belief without your conscious effort.

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You will not fully understand the profound effect that this method will have on enhancing any belief that you wish to strengthen until you apply it. I can tell you that early on in my exposure to the teachings of NLP I dismissed much of the information on submodalities, thinking it was overly complex, or just plain "BS". As I grew into my knowledge of these tools however, I learned just how powerful the ability to adjust these small distinctions that make up your representations actually is.

Submodality manipulation is now a technique that I use with virtually all of my clients to accomplish an extremely vast range of objectives. Do not make the same mistake that I did early on, embrace the power that this incredible skill gives you over your emotions now.

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Hijacking the Belief Loop

Another highly effective method for eliminating a limiting belief, specifically by replacing it with an empowering one, is the process of what I call “hijacking the belief loop”. This involves taking action towards the desired outcome in a progressive, incremental fashion each day. As the actions produce results, the feedback to the new belief strengthens it with each day that passes.

Since this method is tied to specific plans of action, I will be covering it in more detail, and providing examples, in the next section.

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BONUS

Client Experiences- Tales of Limiting Beliefs

Barb's Pursuit of Loneliness

Not long ago I had the pleasure of doing some face to face coaching with a woman named Barb. She was an attractive lady, just over forty, whose primary source of unhappiness originated from her inability to meet "Mr. Right". She had failed in relationships prior to seeking my help, and had developed a "hopelessness" belief that she would never find a great man and be married.

When I was selecting the client experiences to include in this book, Barb's case was the very first one that came to mind on the subject of limiting beliefs, and specifically generalizations. Her case provides excellent examples of limiting generalization for you to learn from.

Barb and I had met through a mutual friend, with whom I had previously assisted. Like many of my clients, she told me that she had figured "what the hell?" after enough prodding from our mutual friend, and decided to work with me albeit with loads of skepticism regarding my ability to assist her.

We sat down to work at a public place, a quiet café that was close to her place of employment. I could tell by her mannerisms and language that Barb was an "all business" type of gal. Wasting no time, I matched her by taking charge of the conversation,

"Ok Barb, so what's the problem here?" I asked.

"I don't know John, I just can't seem to find a decent guy that I can actually have a good relationship with," she answered.

"I see" I said, *"and where do you suppose this man is?"*

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Barb chuckled a bit and quickly retorted,

"That's what I was hoping you could tell me".

"Well Barb," I said very seriously, *"This may surprise you, but meeting great guys for the purposes of creating fulfilling, passionate relationships is not something in which I am very well versed".*

Barb let out a true belly laugh at that point[19] and responded,

"No I don't suppose it would be".

"So if that's what you came to me to learn, I don't see how I can help you," I said.

"Ok, let me rephrase that. I guess I'm here to learn how I can better position myself or whatever in order to create the type of relationship that I want".

"That sounds a bit better" I said, *"Let's see what we can do. Tell me, what is it about meeting a great guy that you are not willing to do?"*

Barb looked at me in a confused manner.

"Not willing to do? I'm willing it just doesn't happen" she said.

"And why do you suppose that is?" I asked.

---

[19] By now you're no doubt picking up on my frequent use of humor as a pattern interrupt and rapport builder.

“Because, all the good ones are either married or gay,” she answered.

Barb’s answer was a textbook generalization. They don’t come any more direct than that.

“All of them?” I asked.

“Yeah, all the ones I meet”, she said.

In a stroke of dumb luck a young man I happened to know was making a delivery to the café just as this was getting good. My face had to have lit up like a Christmas tree when I saw him walk in.

“Matty!” I said, as I stood up from the table to greet him.

“Hey JP” he replied, *“what are you doing out here?”*

“I’m just chatting with a friend here,” I said, motioning towards Barb.

“Barb I’d like you to meet my good friend Matt”.

“Nice to meet you Matt” Barb said.

“Matt let me ask you a couple of questions if you don’t mind” I said.

“What you got man?” Matt replied.

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"Are you married?"

Matt looked at me confused, knowing that I knew he was single. Being the good pal that he is, I could see that he was scanning his brain to determine how he should answer the question in the event that I was somehow making the strange inquiry because I wanted him to lie.

"No?" he said, *"you know that".*

"Oh I know, I just wanted you to tell Barb" I replied, *"Next question, are you gay?"*

Barb's professional demeanor had totally shattered at this point. She stood there next to me, giggling like a schoolgirl.

"Um… No" Matt said, shooting me a confused look, and no doubt wondering what the hell I was doing, *"not that there's anything wrong with that".*[20]

"Ok Matt" I said, *"it's been great talking to you, give me a call this weekend if you're around, I'll let you get back to work".*

Matt shook my hand and gave me a quick "man hug" before heading back to his truck. As I turned back to Barb, a warm shade of red had taken over her face. She sat there shaking her head and slightly biting her bottom lip.

"I can't believe you did that," she said.

"Did what exactly?" I asked.

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[20] Hopefully you caught Matt's obligatory Seinfeld reference there.

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"That!" she said as she motioned towards where we had previously stood, *"that was embarrassing".*

"I'm sorry if I embarrassed you Barb, I was simply providing you with the opportunity to meet a good man who was not married or gay. I mean you did say that all men that you meet are one or the other".

Barb laughed again and then replied,

"Yeah, yeah, I get it, they're out there. But even if I do meet a guy who isn't married or gay, they're never 'good' guys".

"What makes a good guy?" I asked.

"One who is good to me" she replied.

"How would he be good to you Barb?

"You know, treat me good, and NOT CHEAT" she replied.

"So a 'bad' man cheats?" I asked.

"ALL MEN CHEAT" she answered.[21]

"All men?" I asked.

"All the ones I've been with" she said as she began to play with her

[21] Just when I thought she could not come up with a more limiting generalization than the "married or gay one", she drops this nugget into the bowl.

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hands nervously.

“So to be more accurate, all of the men you’ve been in relationships with, not all men” I said.

“Well not every one of my relationships, but most, the ones that I really was in love with” she added.

“What do you suppose the connection is between you loving a man intensely, and him cheating?” I asked.

“Well before I go further” Barb said, *“Since you’re ‘Mr. Clarify everything, there were two. One was years ago, and one was more recent. Both men I thought I wanted to be with for the long haul, and both ended up cheating on me”.*

“Wow” I said, *“There must definitely be something about your style of love that pushes them away”.*

Barb looked at me with a slight scowl, her arms folded across her chest.

“You’re an asshole” she said, a hint of cloudiness appearing in her eyes.

“An asshole? I thought I was Mr. Clarify everything.”

Barb let out a big laugh and playfully slapped my arm, demonstrating a beautiful femininity that I was certain a host of “good guys” would be thoroughly attracted to. Recognizing that her representations of the events that she was describing, coupled with my provocative language about the cause of their infidelities, were putting her in a sad, unresourceful state, I had known that I had to break her pattern again.

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“So tell me about this recent one Barb” I said.

Over the next ten minutes or so, Barb detailed for me the rise and fall of her previous relationship. Her description included a passionate, whirlwind of a beginning, followed by a year or so of little passion, and much arguing, followed by an “abrupt” conclusion when she discovered that her man had been unfaithful.

The experience had affected Barb severely. It was easy to see the pain that she was attaching to the memory as she spoke. I quietly sat there, listening intently, as she revealed to me much of what I had expected.

Barb told me that the initial “whirlwind” of passion had tapered off following a period where the two of them were fighting frequently. When asked what was the nature of the arguments, Barb answered that most of the arguments originated out of his “lack of respect” for her in speaking to a few other women, mostly lifelong acquaintances, and co-workers. She told me that he assured her that he loved her, and that he had no interest in anyone else, but that he did not feel as though he should be forced to “cut ties” with friends from his past. Convinced that there must be more to it than that, Barb leaned on him until he eventually deleted his social media accounts, and changed his phone number, denying the “other women” access to him.

It was around this same time that Barb’s younger sister and best friend both ended long term relationships due to a cheating partner. Barb described the time by saying,

“It was happening to all of us, I just knew I’d be next and I wasn’t going to stand for it and be made a fool of”.

Barb’s suspicions became increasingly intense. Her boyfriend repeatedly expressed to her that he had every intention of being faithful to her, and just wanted her to “ease up” and go back to being the wild, care-free Barb that he had fallen in love with. Barb “knew” that he was hiding something, and her paranoia grew.

The situation came to a head after about a week of the two not speaking much or seeing each other. He had become enraged when Barb insisted that he let her see his phone so that she could “see for herself” that he was not talking to anyone else. He told her that he wasn’t but that she was acting “crazy”, and he wasn’t willing to allow her to “walk on him” like that. Barb took this to mean one thing; he must have been hiding something.

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Barb told me that she had repeatedly told him that if he wanted to be with someone else, to just let her know and end it. She made it clear that she wouldn't stand for cheating, and that it would be the right thing to do. When asked how he responded to this, Barb said that he always seemed "surprised" that she would say that, and would shake his head in seeming disbelief. She told me that he would normally respond with something along the lines of,

"Why do you refuse to believe that I really do want to be with you?"

Barb said that this would just make her angry, since she "knew" that he was not telling her the truth.

After their week "off" from speaking to each other, Barb showed up unannounced at his workplace, as he was finishing up for the day. Earlier in the day the two had argued when he sent her a text message saying,

"I don't think this is working out. I think we should take some more time off".

Barb said that she would not be "dismissed" just so he could go be with whomever he wanted, and that they needed to talk about things. He told her that perhaps they should talk in a few days, that he had a heavy workload, and was under a lot of stress. Barb "knew better". She had logged into facebook from her sister's account, and had discovered that his longtime girlfriend from several years ago would be in town this week. She knew that he was "up to something".

When Barb arrived at his office, there he was, speaking to this very woman in the parking lot. Barb had neglected to mention up until this point that the woman had previously worked in the same office. Barb made quite a scene upon discovering the two of them talking, cursing at them both, and telling him that it "was over!"

She then expressed her discontent with his handling of the breakup, stating,

"He didn't even have the nerve to call me after that".

She then went on to detail the events of the next month. Long story short, she discovered through the grapevine that he and his former girlfriend were back together. She sent him several emails, peppered with insulting remarks about the new couple, and demanding an "explanation". She was shocked to find that he did not reply for several weeks, and when he did, it was in an angry (presumably

drunken) rant saying,

"STOP contacting me, I do not want to speak with you. Leave me and 'X' alone. And for the last time, I did not cheat on you. I should have, I had the opportunity to plenty of times and always said no, but I did not. I mean, why shouldn't I have? I was always accused of it when I wasn't doing it, I should have just done it. I got back with her after the fact. There is your last 'explanation', now please leave me alone".

Barb told me that the email had "gutted" her, since he was continuing to "lie" to her, but that it provided the "closure" that her therapist had told her she needed. This same therapist worked with her to get her to understand the "roots" of her problem relationships as being her propensity for attracting men with whom she was incompatible. Barb asked me if I agreed with her therapist's take on her problem.

"I do," I said.

Barb looked at me intently, a mixture of surprise and validation on her face.

"I do, and I think that he or she is right, you are attracting the wrong type of guys. I also think it's going to be extremely difficult to attract a guy who you're compatible with".

"You do?" she asked, seemingly even more puzzled.

"Yeah, I don't know many guys who are looking to be with a crazy woman" I said.

Barb shot me a dirty look and replied,

"So now I'm a crazy woman?"

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“Well, maybe that’s a bit harsh. I think more accurately you’re a wonderful woman who deeply wants to create a passionate, fulfilling relationship with a great man, but who is too terrified of being hurt to even try”.

Barb settled back in her seat, soaking in what I had said.

“Barb I’m not a psychic, so I can’t tell you whether or not he was unfaithful while you were together, but I can tell you that you did everything in your power to push this man away from you”.

Barb continued to be quiet, my words affecting her and turning her attention inward.

“From what you’ve said, in your own words, this man repeatedly told you that he only wanted to be with you. You told me that the two of you were wild and passionate until everything started with the social media and his ‘old friends’. You also told me that he took issue with you wanting to snoop through his phone, that you asked him to tell you if he wanted to be with other people and ‘end it’, and then refused to accept when he attempted to do exactly that, choosing to drive to his work unannounced and make an ass out of yourself instead”.

“Wow” Barb said.

“Wow is right, Jeez” I replied.

“I guess I am a crazy woman”.

“No you just acted like one for a while” I replied.

I proceeded to sketch the belief loop on a napkin, poking fun at Barb’s corporate roots by apologizing to her for not having a PowerPoint “deck” prepared for. I

spent the next few minutes explaining the loop to her, identifying the beliefs that she had revealed to me (the "married or gay" generalization, "all men cheat", and her belief about her ex's infidelity). I demonstrated how the beliefs determined her perceived potential to produce her outcome, in this case the negatively phrased "not be cheated on" one. I then showed her how her actions and results were a direct effect of the belief, and how she had been so insistent on being "right" that she successfully produced the outcome and strengthened her generalizations.

Barb sat there nodding her head as if this was all making a great deal of sense to her.

"So how do I heal from this?" she asked.[22]

"Um, how about just not being like that anymore" I said, *"it's a choice you know?"*

Barb glanced out the window for a minute, taking it all in.

"What would you have to believe instead if you were serious about creating the type of relationship that you really want?" I asked.

Barb thought about it for a minute and then replied,

"I guess I'd have to believe that all men are not cheating jerks for one. That it's possible for me to love and be loved".

"That's excellent Barb, but how can you keep him from cheating on you?" I asked.

Barb shot me a sly look and said,

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[22] Clearly Barb had spent too much time in "therapy". And by too much time I mean any time at all.

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“Oh I’ve got my ways”.

“Well your ways haven’t been working” I said, *“becoming a tyrannical dictator and maybe letting him see his balls that you keep in a drawer under the bed once a month”.*

Barb let out a loud laugh.

“No, not those ways, OTHER ways” she said, a grin on her face, *“I can love that man so totally, and rock his world so completely that he’d never want to cheat on me”.*

“That sounds exciting Barb, I have to tell you. But what if he did cheat?”

“Well then he’d be an asshole,” she said.

“Like the others?” I asked, knowing that Barb’s success was largely dependent on her answer.

“No, not like the others, this time HE’d be the crazy one.”

BOOM! Another successful mental makeover in minutes, damn I love my job.

Barb had come to understand that if she did everything that she could to be the wonderful woman that she wanted to be, and was capable of being, it truly would be his loss if he opted to be unfaithful. She had accepted that she could not totally control another person, but could certainly influence him either positively or negatively. She was well on her way.

She laughed and began describing some of her past actions that she was now deeming “ridiculous” and “crazy”. I continued to listen and chime in. She even told me that she had signed up for a dating site at the urging of friends and

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family, had received numerous messages, and never replied to any of them.

"What was wrong, were these guys mutants?" I asked.

"No" she said with a laugh, *"some were pretty good looking and seemed to have a lot going for themselves when I looked at their profiles. I just never replied because I 'knew' that they were just like the others".*

"An excellent plan of course" I said.

Barb playfully slapped my arm again, and gave me one of those extremely attractive, flirtatious looks that only a woman brimming with feminine energy and vibrancy can do.

"See?" I said, *"You go show the world THAT Barb right there, the sexy, feminine, radiant, attractive one, capable of loving completely, and you will have loads of men itching to reciprocate your passion".*

Barb smiled bigger than I'd seen her smile so far, and thanked me for the compliment. She stood up and offered a hug. As she hugged me tight, I joked with her that she was holding the hug for a "borderline creepy" duration. With that she pulled away laughing again.

"Thank you John" she said again, *"I really mean that".*

I could see the sincerity in her face.

"Anytime Barb" I replied, *"now go be sexy".*

As she gathered her things to leave I noticed that I had not placed my iPhone back in my pocket. Before discovering it on the table, I jokingly said to her,

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“I can’t find my phone. You’re not rooting through it over there are you? I know we hugged and all, but it’s a bit early to be acting like that”.

With that, Barb let out a cackle, laughing so hard that she snorted, which made her laugh even harder.

It is easy to see that Barb was in possession of some serious limiting beliefs. She basically demonstrated the full range of methods that the human mind uses to protect its beliefs against pesky little things like accurate information.

She expressed two rather large and obvious **generalizations** in first stating that *“all the good men were either married or gay”*, and then that *“all men cheat”.*

She demonstrated her prowess at **distortion**, opting to represent virtually every aspect of her ex boyfriend’s behavior as either an effort to be unfaithful to her, or an effort to hide his “obvious” infidelities. While we do not have proof of his actions, or lack thereof, one way or another, we do know exactly how certain Barb was regarding things about which she had the same lack of knowledge.

She also illustrated how she **deleted** data that had any potential to challenge her belief, electing “mysteriously” to not even respond to any of the available men that messaged her to initiate conversations on the very dating website that she had willingly and deliberately singed up for with the intention of meeting available men.

The sad part is that Barb really did want to find a great man with which to have a wonderful relationship. Her beliefs however, influenced her behavior in a manner that made this impossible. Barb learned the importance of beliefs, and that if she wanted to be happy, she would have to trash some old beliefs, and work to adopt some new ones. I showed her how to use the belief loop to test the effects of a certain belief against her desired outcome. She used this method to challenge anything that she thought “smelled” like a limiting belief after we spoke, both in her love life, and across the board in the rest of the “big picture”.

Barb became such a fan of the loop that she made it a part of the information packets that she distributed to all of the new members of her corporate team. She eventually incorporated it into several speeches and presentations that she performed in that setting as well.

One of the last times we spoke she jokingly told me that my simple napkin diagram had affected and influenced her life in so many ways that she was thinking about *“being like JP”* and tattooing it on her face.

I'm not holding my breath on that one though…

Chad, the "Luckiest" man in the office

When I began working with Chad, he and his wife were attempting to work things out following a brief separation. He blamed himself largely for the decline in the relationship, and sought to improve his ability to effectively communicate with her. Together we were able to identify some of the negative patterns that he had been perpetuating, and create effective new strategies that ultimately produced a significant amount of change in a very short time. His marriage was back on track, and he was happier than ever.

Chad had prepaid for two sessions at the beginning of our work together. After the first session he had a new outlook on his role in the relationship, and insight into the male/female dynamic, and the second was spent primarily working to improve his communication skills. He thanked me many times for the assistance I was able to offer, and told me that he would be back in touch in a few months to work on some other aspects of his life. He admitted that he had been skeptical of my ability to help him with the relationship side of things, but that after seeing how simple and effective the methods employed were, he was enthusiastic about learning how he could improve in his other life headings.

Roughly two months after our initial work, Chad contacted me to tell me that he was ready for the next step. He purchased a six-month package with me, and expressed his desire to use our time primarily to work on his professional life. He had recently been told that he was on a short list for promotion to a new, high paying, executive role in his company, but that he had some serious doubts about his qualifications or ability to perform in that position.

Chad told me that he was currently working in a role that he was already "unqualified" for, in that he was managing others who held degrees and credentials that he had never earned. He had received the job on the recommendation of a family friend who was of considerable means, and held influence in the company that employed him. Chad had started out in an entry-level position, and had been promoted twice based on his performance, and his leadership skills. When word came down that this new executive role was opening up, Chad was one of the first employees considered for the position, according to the big boss.

The following is a paraphrased transcript excerpt from our session on this topic.

"Chad this sounds like an excellent opportunity", I said.

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"It is. It really is." He replied, *"I just don't know if I should accept it if they offer it to me."*

"I can't think of a single reason why you shouldn't", I said.

"No I know, it would be great; the money is awesome, the hours are more flexible, I'd be traveling more, which I like to do."

"So what is keeping you from being certain about it?" I asked.

"Well, everyone else that would be up for the position is more qualified than I am" he said.

"They would be more effective in the role?" I asked.

"Well no" he said, *"I mean they are more qualified in the sense that they have degrees and schooling that I do not".*

"When I think of qualification Chad, I think of effectiveness in the role," I said.

"I know, me too," he said, *"but that's not how it works in my line of work"*[23]*.*

"Then why did they say that you are being looked at for the job?" I asked, *"If it doesn't work that way, why would you even be considered? They know what your resume says, right?"*

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[23] This is an example of organizational structure being responsible for the creation of a belief.

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"Well yeah, they do. It's not so much the bosses as it would be the other employees," he said, *"I feel like I'd be stepping on a lot of toes if I took the job".*

"What exactly would the job entail Chad?" I asked.

"Well, it's pretty much a leadership role. I'd be in charge of a much larger group of people than I am now, and would be responsible for ensuring that everything in my department ran smooth" he answered.

"And you don't believe that you're qualified to do that?" I asked.

"Of course I am" Chad said, *"I mean on the leadership side of things, I'm as qualified as anyone there".*[24]

"What is your relationship like with those who you are currently in charge of?" I asked.

"They love me", he said, *"I've got a great group of people that I manage. I mean it's different than battalion obviously, but I've got some hard chargers".*

"Do any of them feel as if you're under qualified for the role you're in now, or that you're ineffective in your role?" I asked.

"No way. We're all tight. We're friends outside of work too, I know all of their wives and husbands, hell I just helped one of my guys move

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[24] Chad was making reference to the fact that he had been a Squad Leader in an elite Army unit, and was a graduate of the U.S. Army Ranger School, a fact that I had prior knowledge of prior to this discussion.

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this past weekend" he said.

"And how many of them have 'qualifications' that you don't?" I asked.

Chad laughed, *"Almost all of them".*

"So what do you suppose would be different with a larger group of people?"

"That's a good question" Chad said, *"I mean I know I'd be great at the job, it's just that I guess I've always felt like I was lucky to have been hired for by this company in the first place, I don't even have a Bachelor's degree, and some of these people, especially those competing for the new job, have MBA's".*

"You feel you were lucky?" I asked, *"Lucky how?"*

"Well my Dad's friend from West Point[25] is very close with my boss, and he basically sold him on hiring me after I got out of the Army. I was talking to him at a benefit one night, and he made one phone call. Next thing I knew, I was being offered an awesome job at a prestigious company".

Chad was making it clear that he was experiencing a form of guilt in his representation of his career. He genuinely respected and liked those that he worked with, and felt bad that his father's friend had been able to get him the job without him having completed some of the formalized schooling that others in his company had. The problem was that Chad was allowing this to get in the way of his own advancement. If he were to opt out of further advancement, he would obviously be passing up an opportunity to increase his income, and would also be depriving the company of the effects of his performance in the new leadership position.

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[25] Chad's father was a West Point graduate, and involved in their alumni association. Chad had "rebelled" against him by enlisting in the Army instead of opting to attend West Point and begin his Army career as an officer.

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“So the other employees love you and respect you, you’re exceptional at your job, would be exceptional at the new job, and possess leadership experience in contexts, and with consequences that the other potential picks for the position cannot imagine. Am I right or right?”

Chad laughed, *“You’re right”.*

“Do you think that you’d be more effective in this role if you went ahead and got the degree and took the courses that the others had?” I asked.

“More effective? No, just more qualified” he answered after a short pause before continuing,

“Well, not more qualified either, not when you think of qualification in terms of who would be most effective”.

“Isn’t that what being more qualified means Chad?” I asked.

“Yes, definitely, and when you put it that way I’m definitely the most qualified person for the job. Hell I was leading troops in combat when I was still a teenager, what I do now is a breeze. I love it, and I love the people, but compared to Ranger School or combat, it’s really easy,” he said.

“Yeah, I mean unless someone gets pretty disgruntled, nobody is shooting at you right?” I asked.

Chad laughed, “No, Mary and Janice aren’t shooting the place up

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anytime soon. Plus I always have my 19[26] *in my briefcase should that happen".*

"Adapt and overcome right?" I asked.

"Yes, always" he answered.

"What do you say when you salute an officer Chad?" I asked.

"RANGERS LEAD THE WAY!" he exclaimed.

"That's right Ranger, now what are you going to do? Are you done with this nonsense about not being qualified and stepping on toes?" I asked.

"Yeah, it was kind of stupid I guess now. I mean I don't even know what toes I was worried about stepping on; nobody that's up for the job would challenge me being given the position. Like I said, I'm really good at what I do and everyone recognizes that" he answered.

"And are you lucky that you got the job? Was it luck that gave you the opportunity to take it on without having to go through any schooling?" I asked.

"No, it wasn't luck, it was the fact that my boss is a Ranger, and he knows what that means. Not like in a 'fraternity' sense, but he knows that what I went through taught me more about leadership than any degree program I could have taken in college. Combine that with what I've demonstrated since I took the job, and there's the idea of promoting me."

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[26] Chad was making reference to a Glock 19, a 9mm handgun.

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BOOM!

Chad went on to accept the position and performed exceptionally well in his new role. He was now responsible for a much larger portion of the company, who he led in his own fashion. He is a compassionate, effective leader who's employees feel comfortable approaching with issues, wish to please, and enjoy downing shots of Jameson with on the weekends.

Chad now realizes that the beliefs that he was in possession of prior to our conversation were not working to his benefit, or that of anyone else. Though he is a tremendously grateful person, Chad no longer carries the "guilt" that he once did, thinking that he was "lucky" to have been given the opportunities that he had been. He now accepts that his education was paid for in stress, sweat, and spilled blood in some of the most grueling schools and perilous combat zones that the military world has to offer.

And no, he's not still paying off his MBA loans either.

Chad's case is an excellent example of how beliefs can be born from experience in organizational culture. His prior military service, where rank is earned based on time-in-service and schools completed, coupled with his indoctrination into the corporate culture, had led to his creation of his beliefs that he was "lucky" for being offered a position in a manner that challenged what was the "norm" for the culture. Fortunately this was a belief that he was able to change, and consequently improve his quality of life in many ways.

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PART THREE: Section Four
The Power of Action

In this section you will learn the power that your repetitive, day-to-day actions have on accomplishing your objectives. You will also learn how to construct new habits to move you closer to your dreams each day.

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Chapter Nineteen

"Chunking Down" your Standards

In this chapter you will learn how to create a series of "waypoints" along your route to your standard, and how to organize your actions to accomplish these smaller chunks of the larger outcomes.

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Chunking Down

Chunking down is a phrase borrowed from NLP. We use it in that world to describe taking a complex idea and breaking it down into smaller components, or into a more specific description.

An example of chunking down NLP style would be the following:

- Bird
- Red Bird
- Cardinal
- Male Cardinal

Conversely, an example of Chunking UP would be:

- Dandelion
- Flower
- Plant

Linguistically we use this principle to “chunk up” specific information to general information, and “chunk down” to do the reverse. Each has application in effective communication.

The process of creating your standards is an example of chunking up; you’re taking a long, complex series of adaptations, events, and progress, and representing it with a simple image or statement.

Now we’re going to chunk down your standards into the requisite actions necessary to produce your desired outcome. Operating in this manner is compliant with what we refer to as “outcome based thinking”, one of the most powerful “programs” that you can adopt into your everyday life. We begin with the big picture outcome, and then break it down into smaller, actionable steps. If we were to operate in the opposite manner, it would be akin to taking a long trip by exiting your driveway and choosing your course of travel at each opportunity to turn or exit. The latter method may sound exciting or spontaneous, but it represents the same “accidental” way in which most dissatisfied people live their lives. Beginning with a destination in mind, or better yet, programmed into your

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GPS, represents a much more effective and efficient method for arriving at your intended destination.

I like to instruct clients to break their standards down into shorter-term targets, all the while working to deeper install the bigger picture outcome into their unconscious. These targets are normally placed at certain intervals of time. For instance, I will have clients create a list of outcomes for the next seven days, for the next thirty days, for the next ninety days, and for the next year.

Let's take a look at a hypothetical individual, and how he might chunk down his standards to create outcome-based action plans with targets placed at different time intervals.

"Blake"

Blake is a twenty-six year old single guy who has established standards for each of his five life headings. While he has created images for each heading for his manifestation map, his standards can be represented in written form as the following:

Body

Blake desired to build a muscular, athletic physique that turns heads wherever he goes, and to possess an "inhuman" amount of endurance for engaging in various physical competitive pursuits.

He is currently carrying more body fat than he would like, has not placed much effort in building muscle over the last several years, smokes cigarettes (which he wants to quit), and considers himself "out of shape".

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Relationships

Blake desires to create a passionate, amazing relationship with a beautiful woman with whom he shares many common interests, and with whom he can have great conversations with daily.

He also desires a life surrounded by close friends who share his brand of quirky humor, and who he can depend on when needed for simple and not so simple tasks. He wants to be able to add the same value to their lives as well, and be known as a caring, compassionate, generous, overall excellent friend.

Additionally, Blake envisions a life where he is close with his own family, and spends lots of quality time with his parents, and his two brothers' families.

Blake is currently single, though he occasionally goes on dates with women that he meets through friends, and occasionally at bars. He has no serious prospective partners on the horizon.

Blake has a few close friends that he grew up with, most of whom are scattered across the country now. He has a few solid acquaintances in his new town with whom he gets along well, but rarely meets new people. He previously attributed this largely to his relatively "introverted" nature, a limiting identity belief that he is determined to eliminate.

Blake took a job several states away from the rest of his family two years ago. He speaks with each of his brothers and his parents on the phone twice per month or so, and travels to his hometown for the holidays, but he obviously wants to strengthen the bonds with each.

Professional Life

Blake envisions an ideal day-to-day professional life that includes managing two entrepreneurial ventures, and speaking professionally about his area of expertise in business.

Currently Blake has a job that he greatly enjoys. He sees little room for advancement however, and regularly notes ways in which he could improve on the products and services offered by his employer. His management frequently

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brushes off his suggestions, and his peers are much less enthusiastic about the growth potential that the company has.

Personal Finance

Blake desires a financial situation where he is able to live entirely off of the income from his investments in real estate, as well as continually receiving passive income from products that he has created in his area of expertise. He plans on working pretty much indefinitely, but only out of a desire to pursue his passions, and to enjoy the "game" of wealth accumulation.

Blake currently earns a salary from his job that allows him to pay all of his bills, and enjoy basic "wants" and entertainment. He does not own any real estate yet, rents an apartment, and has not created any information products, or business with clients outside of those he services for his employer.

Mission

Blake envisions himself working with young people through programs that he has created to provide education on many subjects not addressed in conventional schooling. He wants to make an impact on society by educating teenagers about to enter the "real world" in subjects such as the basics of personal finance, investing, and information age entrepreneurship and employment opportunities.

Blake does not currently mentor or speak with any young people about these subjects.

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Once Blake has created his standards, he will then use the methods that I outlined earlier to install these ideas into his unconscious. He will create images that represent each standard, compiling these images on his manifestation map, and he will use the processes that I detailed to complete his daily manifestation map exercises.

He will also write his “Day in the Life”, and read it to himself each day.

The above two activities will allow him to place daily focus on his “chunked up”, big picture outcomes. This focus, and the representations that he creates as a result, will get his RAS on the job, and allow him to identify those things in his environment that will assist him in his pursuits. Remember that your unconscious makes no distinction between a representation that you create of a future experience, and one that you’ve experienced in your past. Both carry equal “weight” in terms of what is assigned importance to your RAS.

Additionally, Blake will complete the two processes that I provided in order to identify any limiting beliefs that he currently possesses that would prevent him from producing his desired outcomes. He will ask himself “why he is not there yet”, and will complete his “I suck list”. He will then use the information presented by these exercises to determine the correct courses of action to eliminate each limiting belief.

At this point, Blake will create his personal plan of action towards his objectives. He will do this by chunking down his standard outcomes into smaller outcomes that he will take action towards producing beginning now. He will create lists of outcomes for each life heading to be produced in the following time intervals:

- One Year
- Ninety Days
- Thirty Days
- Seven Days

Once he has created these outcomes, he can determine the best course of action towards their completion. He will make use of a variety of the methods that I will present in this section.

After reaching each time interval, Blake will assess the progress that he has made. He will then create a new outcome for the next period, and develop an action plan for its production.

While this seems extremely simple (and it is), this approach of combining the daily, big picture outcome (standard) focus, with the smaller outcomes and action plans represents an unstoppable method that you can use to accomplish your own objectives in an ongoing process of continual progress. When you consider

that progress is what makes us feel “alive”, and creates the internal momentum that increases our focus and desire, you can see how this method has the potential to affect your state, and therefore your quality of life, in a positive manner indefinitely, day after day.

Blake’s lists of outcomes for each interval may look something like this:

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One-Year Outcomes

Body

- Total Body Transformation; larger, more muscular, more athletic physique
- Compete in first Powerlifting Meet
- Compete in first Triathlon since college

Relationships

- Create enriching, dynamic, passionate relationship with an amazing woman
- Visit parents and siblings twice (once as planned, and once as surprise)
- Strengthen relationships with each of the above

Professional Life

- Create high-traffic blog providing information to industry professionals
- Create two information products to sell through website
- Offer consulting services via phone, and Skype to website readers
- Build private consulting client list while maintaining nine to five (for now)

Personal Finance

- Accumulate $5,000 Cash Savings Cushion
- Accumulate $10,000 in silver investments
- Purchase first rental property
- Sell current car
- Buy 3-4 year old Jaguar XF

Mission

- Speak to at least two high school classes or youth groups

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Ninety-Day Outcomes

Body

- Gain fifteen pounds of muscle
- Lose fifteen pounds of body fat
- Increase strength in all key barbell lifts
- Make five-minute improvement on 5k time
- Complete 55 workout sessions

Relationships

- Go on at least ten dates with interesting women
- Buy plane tickets and coordinate travel for surprise visit home
- Join/ participate in at least one organization of like-minded individuals

Professional Life

- Create schedule and topic list to post content to blog three times per week
- Create a free eBook as a giveaway incentive to join mailing list
- Create first information product to offer for sale
- Post to YouTube channel once per week

Personal Finance

- Accumulate $2,500 of savings target via the various strategies in place
- Read six books on real estate investing
- Develop contacts in property management and real estate sales
- Replace cracked car windshield and buy four new tires to increase resale value in preparation for selling

Mission

- Present to at least one high school class and collect feedback from the experience

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Thirty-Day Outcomes

Body

- Gain five pounds of muscle
- Complete 8 training runs
- Complete 12 strength-training sessions
- Establish solid dietary habits based on SWOLE base diet

Relationships

- Go on minimum of three dates with interesting women
- Make introduction to every interesting woman encountered
- Create regular dialog with old friends
- Stay in regular tough with siblings and parents

Professional Life

- Register URL for blog
- Create three interesting posts for blog release
- Create account with Constant Contact to manage email subscribers
- Decide on hosting options, and build first version of blog

Personal Finance

- Read three books on topics of either precious metals investing and real estate
- Use accumulated $1 bills to purchase silver coins
- Make partitioned deposits from each of four paychecks to the appropriate accounts
- Pay off smallest credit card ($212 balance)

Mission

- Use social media and other resources to connect with former teacher's from high school who would welcome a guest speaker to one or more of their classes.

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Seven-Day Outcomes

Body

- Complete two training runs
- Train with weights (Greyskull LP) three days
- Create frequency method habit with push-ups and chin-ups
- Install doorway chin-up bar

Relationships

- Call siblings
- Send cards with cash to nieces and nephews
- Call parents
- Develop eye contact habit with strangers
- Make introduction to five interesting women
- Get a date for the weekend

Professional Life

- Intensely focus on relations with clients through employer, practicing client interaction skills
- Set up alternate email account to be linked to a personal URL in future

Personal Finance

- Begin habit creation for saving all one-dollar bills received.
- Create detailed list of existing accounts and debt
- Obtain up to date credit score
- Read book on precious metals investing to learn more about silver

Mission

- Create a loose outline for a thirty minute presentation for a future speaking engagement targeted at high school age kids, and addressing several “adult” considerations that are not part of a typical school curriculum, but which represent valuable topics that should be understood prior to entering the “real world”.

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Chapter Twenty
Hijacking the Belief Loop

In this chapter you will learn how creating positive habits has a profound effect on changing your beliefs about your identity and your ability to succeed in certain areas of your life.

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Hijacking the Belief Loop

One of the most common strategies that I employ in assisting a client with changing a deep-rooted identity belief is what I call the “hijack”. This process involves attacking the belief loop at its third stop, action. By having the client take actions towards the outcome that they want to produce, which was previously inhibited by the old belief, they can produce results, which then provide feedback to the new belief and strengthen it.

In implementing this, I have the option of using a formal habit building strategy, a one-percent method approach, or a combination of the two. What ultimately matters is that the actions are simple, and will promote results that will support the new belief.

The best part about this process is that the progress is not limited to the results produced by the simple actions employed for the hijack. As the results begin to strengthen the new belief, the client begins to operate under that belief more globally, and starts to take much more positive action towards their desired outcome. This is a result of the progress oriented momentum, and the client’s RAS coming on line in response to the new belief being more strongly accepted.

To illustrate the effects that a hijack can have, I will use a client experience. If you’re familiar with some of my earlier books centered on the body heading, you might remember this one.

Colleen

Colleen was a woman in her early thirties who contacted me to assist her in overcoming the difficulties that she was having making changes in her body following a pregnancy.

She had formerly been heavily involved in competitive fitness and had even done well in some local competitions. Like many in that world, she had been a devout follower of the Paleo Diet principles.

Predictably she had developed quite an attractive body, and had a tremendous amount of confidence in herself. She was the envy of all of her friends (something that we all know is very intrinsically rewarding to females) and could not have been happier with what she had accomplished.

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Then she and her husband produced their first child. Having the baby obviously changed things for her for a while. She had the child to tend to around the clock, lacked a normal sleep schedule, and had developed some poor eating habits during the pregnancy that carried over and intensified post-partum.

Specifically, she had taken to skipping breakfast, craving and seeking out fast food in the afternoons, and eating meals primarily consisting of junk carbohydrates in the evenings.

She was very upset about the changes that occurred in her body as a result of the deviation from her previous path, and was generally depressed about the situation. Something had to happen to get her out of the funk she was in, and get her back to the smoking' hot, confident goddess that she had been less than a year ago.

My usual interview process identified her standard using the magic wand approach. Interestingly enough her image for her standard was herself; high quality, professional photos that she had taken in her prime. This happens sometimes, and there is nothing wrong with using yourself at a different point in history as your standard, so long as the image represents the positive changes that you wish to make in the present.

After her standard was identified, I followed up with the second question

*"Why are you not there **now**?"*

She was ready with her answers. She had no lack of knowledge of how to accomplish what it was that she wanted to accomplish. She knew what she had been doing wrong, but was not able to pinpoint why she was seemingly unable to overcome the funk, and get back in the powerful groove that she had been in before.

Her reasons revealed, as you should be able to predict by now if you've been reading close, her limiting beliefs that were holding her back.

"My diet is shitty now"

"I don't know why, but I'm not training, I don't have the motivation"

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“I skip breakfast in the morning, and binge on fast food in the afternoon, I did this through most of my pregnancy, and can’t seem to stop doing it”

You don’t kneed to have mastered this material yet to see how those beliefs would certainly be holding her back.

I took the time and plugged each into the belief loop for her, after explaining its concept and how it was in the subconscious and unavoidable. She was quickly able to see how this was wreaking havoc on her life and her psyche.

“So what do I do? How do I bust out of this mess?”

She looked to me for answers on how to return to the practice of using the tools that she was knowledgeable in, had been accustomed to using, and had used with tremendous success just a short time before.

I opted to use the hijack approach to get her back on track. You’ll note the effects that it had in a very short period of time.

In this particular woman’s case, it was necessary to install a few habits in order to hijack the loop, produce measurable results, and become congruent with the micro-beliefs that we were installing in order to overtake the limiting beliefs that she had developed.

We took things that she knew how to do, remember; virtually none of my clients suffer from a genuine lack of knowledge of the mechanics necessary to accomplish their missions.

She acknowledged that skipping breakfast was a poor habit that was directly contributing to the problem. I tasked her with eating a solid, Paleo breakfast, like she had done every morning for so many months before, every day for three weeks. I also told her to drink a protein shake every night before bed in lieu of the junk carbohydrates that she had been eating.

I simply gave her those two tasks to perform and that was that. We build habits one or two at a time. I told her I wanted to speak with her again in four weeks. I looked forward to the follow up, knowing that if she did what she was asked, that there would be predictable results.

Four weeks later, like clockwork, I received an email requesting another session. We spoke and I asked her had she implemented the changes that I had asked

her to. She was overjoyed and I could tell was anxious to tell me all about the last month. I interrupted her however, and asked her a question,

“Do you still have a shitty diet?”

I asked this knowing what the answer would be, that if she had in fact done as I instructed that she would not be able to say that, at least not with a straight face.

As predicted, she laughed, and then proceeded to tell me,

“No way, my diet is awesome now, I’ve been killing it”.

After this I let her speak. She went on for a solid ten minutes telling me how productive and successful she had been in the last month.

She had begun each day with a solid, Paleo breakfast. It was the same breakfast that she had been accustomed to eating before the pregnancy (see the influence of the standard). By the second week she made two major improvements, dropping the fast food binges (which I will remind you that I did not even list as one of the changes, choosing to focus on productive additions to her routine as opposed to restrictions), and getting back in the gym.

The momentum that she had created as a result of cycling through the loop successfully each day had spilled over into those two areas. She was no longer telling herself that her diet was shitty, so she was not acting like someone with a shitty diet. The fast food binges left, who wants to eat crap when they are doing so many other good things and no longer has a belief that they are a person who is identified by their previous behaviors? The motivation to hit the gym followed suit as well. Who wants to eat right all of the time and not do anything on the physical side to influence their results?

Remember, she already knew how to do this, she just wasn’t doing it.

The most interesting thing that she said though was the story that she told me next.

“So about two weeks ago (less than three weeks into the habit building process I might add) I went to bed without having my protein

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shake. I had drifted off to sleep after a long, tiring day, when I shot up in bed.

"What is it babe, is the baby crying?" my husband asked.

"No, I forgot to have my protein shake."

What was so cool to her about this story was that she had woken up after falling asleep because she had not taken a specific action. She said that she didn't stress it because of the task I'd given her, or approach it with a

"Damn, I forgot"

sort of approach, but rather woke up in the same manner, with the same sense of neglecting an important task as she would have had she left the oven on or forgot to lock the front door.

Certainly sounds like a habit to me.

She was so excited that the effect of building the habit had become that powerful, and the excitement only served to provide the type of motivation, and affirmation of her efforts that reinforced the positivity of what she was doing. She only continued to grow from here.

What happened in her case was a prime example of hijacking the belief loop using habits in order to produce a global effect.

Presto! No more limiting belief.

Making sense now?

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In the case we just examined, the woman was able to completely change her beliefs about herself, and her ability to get back to her old self (her standard), by simply performing two simple actions per day for three weeks. Her entire situation was affected for the better by simply adopting a micro-belief:

*"**Today** I am taking action towards my desired outcome".*

Once she adopted this belief, she performed the assigned actions each day (which turned into habits in less than three weeks as per her bedtime story) and was able to completely turn her situation around inside of one month.

She was more than elated to tell me that her strength and performance was back up, and that she had lost nearly ten pounds of fat in the few short weeks that she was pushing forward with her new mental makeover.

Her beliefs were completely different.

Her diet was obviously no longer shitty.

Her belief that her breakfast skipping, and fast food binging was ingrained as a habit was gone (though by our criteria it had certainly developed into one).

Her late-night carbohydrates were replaced with a protein shake, and were no longer part of "who she was", her perceived identity.

And last but certainly not least, her motivation to hit the gym and affect things on the physical side was back (though if you recall, we had not even discussed this part).

Mission accomplished. Belief loop successfully hijacked, progressive, favorable, productive, successful homeostasis restored.

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This process of hijacking is one of the most effective tools available to you in changing a limiting belief about your identity.

Simply focus on the "micro-belief" necessary to ensure your compliance with the plan as you work towards installing the newer, stronger, more global belief.

Take your actions daily, ensuring that they are simple, and easy to be consistent with.

Once you have produced results consistently that support the new belief, you will find it easier and easier to continue on. You will also notice yourself beginning to take additional action towards the larger outcome with little conscious thought, "discipline", or effort simply because the new identity belief is growing stronger by the day.

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Chapter Twenty-one
Building New Habits

In this chapter you will learn a simple and effective method for turning any desirable action that moves you closer to your outcomes into a strong, deeply ingrained habit.

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Twenty-One Days to a Better Life

By now I'm sure that you are aware of the importance of taking action in the direction of your desired outcomes. You can be in the best of places mentally, with control over your state, have a solid idea of what you want to produce, and be devoid of any and all limiting beliefs that would otherwise hinder your success, but if you do not take action towards producing your outcomes, you will predictably get nowhere.

One of the most powerful ways that you can enhance your progress towards a specific outcome is by creating habits, simple, consistent, everyday action that you take without much conscious thought, that are conducive to producing the results that you desire.

We all have deep rooted habits. Some of us bite our fingernails, some of us smoke cigarettes, and some of us perform simple, physiological idiosyncrasies such as cracking our knuckles or stroking our beards. We perform these actions repetitively without the need for conscious thought or reminder.

If you're not gross, you probably have the habit of brushing your teeth each morning shortly after waking up, and before heading out to work or the events of the day. This has most likely been a habit of yours for many years, and is something that requires zero maintenance in terms of keeping the pattern alive. You don't wake up and say to yourself,

"I'm going to brush my teeth this morning, I have to remember to do that".

Instead, you just kind of do it.

Imagine the results that you would produce if you could create a series of new, beneficial habits that you would perform with the same lack of conscious effort or "discipline", that would move you closer to your personal standards.

The good news is that this is entirely possible.

Creating a new habit is simple. It does require a period of focused, disciplined effort, but once you get through that phase, you will continue to perform the action on "autopilot" from that point on.

In order for this to be effective, the action has to be one that you are capable of performing daily. For instance, while transferring a percentage of your paycheck each week to a savings account can be an awesome pattern of action to create,

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it is not something that you can do daily, and therefore does not work with the simple model that I am about to present.

Now, if you think of something like taking all of your change each night from your pockets, and placing it in a designated jar, you have an action that you can make automatic and part of your daily routine.

The process of building a new habit is as follows,

Perform the action that you want to perform consistently, through conscious effort and discipline, every day for twenty-one days.

That's right, three weeks. If you can make it three weeks, you can make it the rest of the way with very little effort.

I've found that physically marking the days off of a calendar that you are working towards building your habit dramatically increases your chances of completing the three weeks. You have to plan to succeed, and planning in habit creation is no different.

Simply identify a simple action that, when performed daily, would have a compounding effect and produce great results. Pick things that will move you closer to your chunked down standard targets, and that are easily implemented.

Discipline yourself to get it done everyday for three weeks, and you are home free. From that point on the activity will be as simple for you to "remember" to do, and execute, as brushing your teeth in the morning.

Each day that you perform the action, the habit is being built. In all likelihood the process will become habit well before you reach twenty-one days, but remember that number as a guideline. If you can push yourself to make it that far, you will continually reap the rewards of having installed the habit in the months and years to come.

NOTE: As a general rule I discourage people from attempting to create too many individual habits at once. I've found that two habits per life heading (maximum of ten total) are about as many as you can manage to install successfully during the same three-week span. If there are more habits that you would like to create, simply wait until the three weeks are up, and the

first habit is installed, and begin with the next.

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Chapter Twenty-Two
One Percent Power

In this chapter you will learn through two client stories how you can take simple action daily towards a larger outcome. You can think of this as building a habit of making daily progress. This differs from the conventional habit building approach in that the actions may themselves be different from day to day, but are still directed towards the same outcome.

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Matt the Slob

Matt was a client of mine this past year. He was a young guy, in his mid twenties, who found himself in a “rut” in terms of his relationships, his professional development, and his finances. Another client, a lifelong friend of his whom I had helped out of a similar situation, referred Matt to me.

Matt signed on to work with me for three months. He told me that his life “wasn’t terrible”; but that he just knew that he was capable of experiencing more success and excitement. I assured Matt that I would do everything in my power to assist him in manifesting more of what he wanted, and eliminating the patterns that were keeping him from experiencing such abundance in his life.

In our first session, we worked to identify Matt’s standards in each of the five major life headings. Matt was amazed at the lack of clarity that he had been operating with when it came to what he actually wanted out of his life. With a newfound vision of a compelling future, Matt got to work on his standard exercises daily.

We followed up two weeks later, and worked on some belief issues that Matt had identified through an exercise that I had assigned him. Matt was holding on to many limiting beliefs about his ability to produce the type of outcomes necessary to live in his ideal world. Most of his beliefs were “identity based”. He labeled himself as a “slob”, “just not a neat person”; as well as saying that he had a lifelong history of being “bad with money”. By now you understand that these beliefs that Matt held about himself were tied entirely to past behavior, and could be easily changed by adopting new patterns of action.

One thing that constantly brought down Matt’s state was his living environment. He lived alone in a single family home that he rented from his parents. The house was a bit larger than “what he needed”, according to him, and he often felt “overwhelmed” by what went into maintaining such a place. Matt told me that his house was an absolute mess, and that the thought of cleaning it from floor to ceiling, something he knew he needed to do, was about as appealing to him as doing his own dental work.

Matt associated a lot of pain with cleaning his house. This was backed up by a belief of his that labeled himself as a “slob”. He told me that he had never been a “neat person”, and that he did not like that about himself.

I asked Matt what he would have to believe if he really wanted to be a “neat person”. He answered,

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“I guess I’d have to believe that I hated messes and that I enjoyed keeping my place clean”.

“Do you hate messes now Matt?” I asked.

“Yeah, that’s the funny part, I HATE the way my house looks. It brings me down everyday. It’s hard to feel ‘successful’ when you live in such a cluttered mess. I don’t know why I don’t clean. I love it when it is clean, but I just never actually do it”.

“Why do you suppose you never do it Matt?” I asked.

“I don’t know, I just never feel like it,’” he answered.

“Never?” I asked.

“Well I mean sometimes I’ll get ‘in the mood’ and want to clean it up, but then I never feel like I even make a dent in the overall mess. By the time I finish I feel like I haven’t accomplished much and then the urge might not hit me again for a while”.

“So you feel like the size of the mess is overwhelming, like your efforts produce little result?” I asked.

“Yeah, exactly” Matt answered, *“I feel like I don’t see progress and so I give up”.*

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"I probably would to" I added, *"Seeing progress is what makes us feel alive. Who wants to play a game where they have no chance of winning?"*

"Exactly" Matt said, *"I've done what you told me to so far and I've been taking a lot of action towards my other standards. I guess because this one is more of a symptom of my previous behavior, as you said, it's harder for me to make moves on".*

"Matt, what do you suppose would change if your house was immaculate, and you kept it clean all of the time?" I asked.

"Well, I guess I wouldn't be a slob anymore"

He said this with a laugh, recognizing the parallel to the logic I had previously used in assisting him with his "bad with money" belief. We had established a simple action plan that he had been using to take steps towards a brighter financial position that had already had a profound effect on his beliefs about his ability to manage money.

"You're exactly right Matt. So if you take care of this mess, and get it all cleaned up, you would no longer see yourself as a 'slob', but rather a 'neat person'. Neat people don't make messes or live in messy houses Matt, so obviously you won't have to worry about it after this" I said.

Matt laughed.

"You have this way of making the most obvious things sound so deep".

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I thanked Matt for his compliment, and pointed out his use of the word obvious. Matt knew precisely how to fix his problem of a messy house, and overcome his unwanted identity belief. The problem was getting his butt in gear to get the process underway.

"Here's what I want you to do Matt" I said, *"I want you to name for me two areas of your house where there is a mess that really bothers you, but that you have been too silly to tackle".*

"That's easy" Matt said*, "My kitchen and my laundry room".*

Matt explained that his kitchen counter was covered with dirty dishes. There was no more room in the sink, which was also full. He told me that he had taken to using paper plates and plastic ware so that he did not have to "do dishes". He added that eating off of paper plates, while sitting on his couch due to the fact that his dining room table was covered in mail and various other items, certainly did not make him "feel good" about himself.

He then told me about his laundry room, with its mountains of clothes in need of laundering. He added that he often found himself buying new clothes, socks, and underwear simply because he didn't have anything that was clean. He admitted that his logic seemed foolish, but again explained that he "didn't really know why he did it".[27]

"So the guy who hates clutter goes out and buys new things to add to the clutter?" I asked.

"Sounds crazy, I know, but yeah" Matt answered.

"Ok, here's what I want you to do. Tonight I want you to clean the dishes in your kitchen and put everything away in its proper place" I said.

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[27] Not knowing "why" you do something is an extremely common symptom of a limiting belief about your identity. Matt did those things because he associated pain with the act of cleaning, and considered himself a "slob".

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"Ok, I think I can manage that" Matt responded.

"How do you suppose you would feel, walking into your kitchen and seeing the sink and counter clean?"

"I'd love it. My ex-girlfriend used to do that sometimes when she'd get to my house before I did. I always liked that about her. It was one of the 'little things' that she did that really made me happy".

"So do it for yourself tonight. That's it, just the kitchen, you stop after that's done," I said.

"Got it" Matt said*, "This is going to be good".*[28]

"*Then tomorrow, I want you to tackle the laundry room. Get rid of any clothes that you don't want anymore, and wash everything that you want to keep. When that's done, put everything away where it goes".*

"I can do that" he said, *"I have some work to do from home tomorrow, I can have loads of laundry going while I work".*

"Excellent Matt" I said*, "Each day I want you to determine one small task that you can complete towards your outcome of a clean house. Consider each piece a "one percent" improvement. Make sure that you make that one percent change every single day".*

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[28] By asking Matt to identify one area of his house that particularly frustrated him I was able to discover where a good "start point" would be. By asking him how he would "feel" upon seeing his kitchen clean, I was turning his attention inward and getting him to associate pleasure with the future image. I knew that he had done exactly that when he brought up the memory of his ex-girlfriend doing that for him and how he felt about it.

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I emphasized the fact that the tasks need not be large; they simply had to be small improvements that would add up over time. I explained to Matt that if he extrapolated the effects of this approach, he would be able to make thirty, one percent improvements in the cleanliness of his house over the next month (I said this knowing that the results are always much more dramatic than thirty percent, read on).

"I can totally do this" Matt said, sounding enthusiastic about the tasks at hand.

Predictably, on day three I got an email from Matt that read,

"Hey JP, I'm doing great with my 'one percent' tasks in the house, but I have a question. Can I do ***more than one thing per day****? The last two days when I finished what I had planned, I felt like I could go on and do more. That won't mess anything up will it?"*

Three days in and it would have been difficult to call Matt a slob huh?

I replied and told Matt to think of the one percent improvement as the **minimum** that **must** be completed each day, but to feel free to keep working after that was done if the mood should strike him.

Exactly **nine days** after our session where the one percent rule was implemented, Matt sent me another email, this one with several photo attachments that essentially provided me with a virtual tour of his new, spotless home. Also included were words of thanks, and Matt's explanation of how great he felt, both to have accomplished this task, and to now come home to a clean house everyday.

By breaking the "overwhelming" task down into much smaller components, Matt was able to tackle the monster piece by piece. Knowing that he only **had** to do one task per day allowed him to associate pleasure with the act of completing, and result of the task, and build a tremendous amount of momentum. This led to his inquiry about whether or not he would "mess anything up" by doing more than just the minimum each day.

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Matt kept up with his new “neat and tidy” identity. He later made a “life quality” investment, hiring a middle-aged woman from his community, who he found on craigslist, to come in once per week and give the place a more “thorough” cleaning. She even did loads of laundry for him while she cleaned. If I recall correctly, he was paying her $50 per week for her weekly efforts.

Matt no longer possessed the belief that he was a slob, and was capable of keeping his place clean on his own, but opted to invest the money in a housekeeper to free up the time that he would have to put into the house in order to keep it up to his “new standard” of cleanliness.

Not bad for a guy whose previous solution to an empty underwear drawer was to go buy a new pack instead of doing a load of laundry.

In the Kitchen with Lisa

Lisa was a friend of a friend to whom I was introduced one night at a gathering. She was in her mid thirties, and her impressive intellect was clear at the onset of our conversation.

She conveyed to me how impressed she had been in the changes that our mutual friend had recently made to his life. He had started a business online that was generating a nice, supplemental revenue, and he had seemingly become “more successful” with women in a short period of time. Lisa told me that he credited my coaching with his progress in life, and encouraged her to speak with me when we were introduced.

Lisa truly thought it was a wonderful thing what our friend had accomplished. She told me that she would love to do something like that, but with three kids and her duties as a homemaker, she didn’t think it was “in the cards” for her at this point.

“Maybe once the kids are older I’ll do something like that,” she said.

“What’s wrong with now?” I asked, *“What do you think would happen if you did whatever you wanted to do now?”*

“Well I just don’t have the time now” she replied.

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“What would you do if you did have the time?” I asked.

“Well, everyone always tells me I should have one of those cooking shows” she said with a laugh, *“I love to cook, and I’m damn good at it. I love finding and making up new recipes, it’s one of my favorite things to do”.*

“That’s awesome” I said, *“I love to eat, so I’m glad that we met”.*

Lisa laughed and gave me a playful swat on the arm, demonstrating to me that I had been successful in establishing rapport.

“How many recipes do you suppose you’ve come up with on your own?” I asked.

“Oh tons” she said.

“Tons?” I asked, *“You measure them in weight?”*

Lisa again laughed, and made a playful look that said “smart ass”.

“Well no, I don’t weigh them, but I’ve definitely come up with dozens over the years. I’ve tried a lot of things. Not everything came out the way I wanted it to, but the ones that did I keep in my mother’s old cookbook”.

“That thing has to have some gems in it” I said, *“You should publish that”.*

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"I should do a cookbook, how cool would that be?" she said.

"I think it would be great," I said.

"But I don't even know where I would start" she said, looking down slightly, the momentary expression of excitement now leaving her attractive face.

"Yeah, that's as good of a reason as any to just not do it at all" I said sarcastically.

My comment broke her pattern of feeling "helpless" with regards to the task, and brought her back to a more playful, accessible state. She glared at me.

"What do you suppose you would do if you did know where to start?" I asked.

"What is it with you and these questions" she said with a laugh, *"It's like you just ask the right questions and I end up giving this obvious answer".*[29]

"I'm serious, what would you do if you knew what to do?" I asked with a smile.

Lisa laughed out loud at that question, and then began to think.

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[29] Note her unsolicited use of the word "obvious". My "questions" are examples of what we refer to as "meta model" language patterns in action. I'm forcing her to extract the answers instead of allowing her to focus on the "problems". I will be releasing an entire product dedicated to effective communication for influence and life quality enhancement in the near future.

"Well I suppose I'd get all of my recipes typed up and into a file on my computer. Right now they're just a bunch of papers stuffed into my mom's old book".

"Then what?" I asked.

"Well then I'd have to learn about how to put a book together, I guess I could look that up online" she said.

"Go on" I said.

"Oh, and I'd need really good pictures for the book, I guess I'd need a new camera… No, wait, Scott is a photographer," she said, motioning towards one of the other guests, *"I bet he could help me out, or at least point me in the right direction".*

"Seems to me like you could make this happen if only you were resourceful and knew how to leverage your contacts" I said with playful sarcasm.

*"Oh, I can so do this. No, I'm so **doing** this" she stated proudly.*

"And your time issues?" I asked.

"I have pockets of time in my day where I'm freed up. I can do it little by little," she said.

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“Now you’re talking,” I said as I nudged her arm.

I took a moment and told her Matt’s story about his overwhelming house. Being a homemaker, she was able to easily relate to the subject matter, though could not identify with Matt’s lack of drive to keep the place clean in the beginning. She loved to keep a clean house. I purposely used that story, both for the simple fact that humans learn best through stories and metaphors, and also because I knew that she would feel as if his situation was one in which she would have excelled in rectifying, enhancing her confidence to accomplish her own task by parallel.

“Just make sure you’re making at least a ‘one percent’ move towards your outcome daily, and you will definitely accomplish your goal” I offered.

“I’m so doing this,” she said, *“I can’t wait”.*

Lisa’s face now had a radiant glow that made her even prettier. Her mind was busily building an outcome towards which she would be able to progress, and strategizing her approach.

“You know what would be really awesome?” she said to me as I began to walk towards another friend who had beckoned me, *“If I had my own blog where I posted my recipes, you know, get people to come on and comment and all. It would be a great place to sell the book too”.*

“I agree Lisa, I think that’s a great idea,” I said.

“There’s only one problem,” Lisa said with a growing grin taking over her face, indicating to me that a ‘punch line’ was coming, *“I wouldn’t know where to start”.*

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Several months later Lisa had successfully built her own blog site, allowing her to connect with a growing audience. She also integrated several social media accounts, with sites like Facebook and Twitter, to draw more people to her site. She self-published her first cookbook, which she now sells on her site as well as on Amazon.com.

Lisa may very well have her own cooking show some day, as her friends often suggested, but for now she has an outlet for her passion that provides her with a lot of fulfillment as well as a nice income. She continues to apply the one percent rule in growing her site and her catalog of products, and enjoys every day of progress.

Think of what a shame it would have been for Lisa to sit on her passion and not develop the rewarding plan of action that she did.

You can apply this same, simple rule to virtually any outcome that you want to produce. Simply identify smaller elements of the puzzle that can be completed daily. In time, even if the task is one like Matt's, which you "hate", you will build significant momentum, and the compounding effect of your efforts will knock out the problem in no time.

The reason this strategy seems so simple is because it is.

If this seems overly simple to you it is because you are holding a belief that you are in some way incapable of producing the outcome that you want to produce.

Any objective can be completed with focused action taken towards its completion on a consistent basis. This is one of the reasons why it is so important to begin with a standard; an outcome that is clearly defined. Once you determine where you are headed, the path and actions required to reach the destination become obvious to you.

Think of how you might apply the "one percent rule" to these various activities:

- **Losing bodyfat**
- **Building more muscle**
- **Becoming more "attractive" to the opposite sex**
- **Strengthening a relationship bond**
- **Expanding your network of interesting people**
- **Learning a new language**
- **Learning to play a musical instrument**
- **Getting a better job**
- **Eliminating debt**
- **Building financial wealth**

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- **Starting a website or business**
- **Writing a book or screenplay**
- **Building a more "exciting" wardrobe**
- **Thoroughly cleaning your house**
- **Giving your house a "makeover" or décor update**

Remember to keep the tasks small and manageable. Take one small action daily, and feel free to put in a little extra work on the days where you feel like you have more energy to invest.

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Chapter Twenty-Three
Eliminating Bad Habits

In this chapter you will learn a powerful tool that you can use to rid yourself of negative habits that do not serve you in a positive manner.

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Jen the Smoker

Jen came to me about a year ago for help in quitting a decades old habit of smoking cigarettes. She had “tried” quitting several times over the past five years, using various methods from patches and gum, to the prescription drug Chantix. Each time she had experienced limited success, either failing to quit, or picking up the habit again a short time after “successfully” giving up the cancer sticks.

Jen had heard about me through a friend who I had assisted in overcoming social anxiety and figured, in her own words, it was “worth a shot”.

The result that Jen experienced was mind blowing to her. I took her case as more or less a favor to her friend, but I quickly built a reputation as a “magic man” of sorts who could help people quit smoking in a single session. While it is not necessarily my favorite type of case to work with, I certainly do not mind the referrals and excellent reviews.

The method that I used to aid Jen in kicking the habit is a decades old technique that comes from NLP (Neuro Linguistic Programming). It remains one of my “go-to” tools for helping others eliminate negative habits in a hurry. Let’s look at how it worked for Jen, and then perhaps you can identify a habit of your own that you would like to break using this simple and effective procedure.

Jen showed up at my office a few minutes late for our appointment. I had stepped outside to get some air when I saw her speed into the lot. She was obviously flustered, spilling her purse as she opened the door. In her hand was a half consumed cigarette, which she quickly tossed into the street.

“Hi, I’m Jen”, she said as she gathered the contents of her purse from the ground.

I introduced myself as I helped her pick up the remaining items, and showed her the way into my office.

Jen was about thirty-five years old. She worked as a hair stylist, and from what I had heard was very good at her job. She was an attractive girl who took great care of herself, later telling me that she had been doing “P90x” on her own each night after work.

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As we sat down, I conversed with her a bit to calm her state, and made her laugh a few times. She was at ease in minutes, and I proceeded to ask her why she had come to me.

"Well, I want to quit smoking" she said.

"Ok" I added, *"So why don't you just do that?"*

She looked at me confused, probably wondering if that was the extent of the "wisdom" that was to be imparted on her during our session.

"I don't know, I mean I've tried everything, you know? Patches, gum, Chantix, you name it. I just always keep going back to it".

"I can understand that" I said, *"but you haven't tried everything yet."*

"That's why I'm here, Lauren says you're 'magic'"

"Lauren is a great woman" I said, *"she's doing very well now and I'm proud of her".*

"Yeah, she's great. She's convinced that you can help me, and I'm hoping you can".

"I'm confident we can resolve this Jen, first I need you to tell me why you smoke".

Jen's eyes wandered a bit, searching for a decent answer in her mind.

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"Well, I don't actually know" she said with a laugh, *"I've just done it for so long. Sometimes I don't even realize I'm doing it, I just am like doing something else and then all of the sudden I notice that I've lit another smoke".*

"How long have you smoked Jen?" I asked.

"Since I was fifteen, so almost twenty years I guess now, wow, doesn't seem like that long until you say it, you know?"

"Why do you want to quit?" I asked.

"I don't know, I just don't want to do it anymore. I don't want to smell like smoke, I don't want to look trashy, I'm trying to get a job at a nicer salon, and it's more of an upscale place you know? I don't want to come off trashy there".

"I can appreciate that" I added, *"I hear you're quite the stylist, it would be shame for others to judge you based on the fact that you've chosen to smoke for a good part of your life".*

"Exactly" she said, *"I love what I do, and I'm good at it. I don't need people not giving me a chance because I smoke these stupid things".*

"So what do you suppose you get out of smoking? Does it make you feel good?" I asked.

"I don't really get anything out of it at this point. I just kind of do it out of habit I guess. That's what I do, you know? I'm a smoker, I've just always been".

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"So what would it take for you to stop referring to yourself as a smoker?" I asked.

Jen laughed, shot me a confused but silly look and said,

"I would have to not smoke".[30]

"Now we're on to something," I said.

Jen laughed again, now apparently certain that I was a "quack". I remained confident in my communication however, knowing that I'd successfully built a good deal of rapport with her, and that she was ready to move forward.

"Ok Jen, I'm going to ask you a couple of questions, and you're going to use all of your resources to answer me as completely as possible," I said.

"Ok… I'll do my best" she replied.

"What do you experience just before you make the move to light up a cigarette?"

"Hmm" she said, *"I don't know".*

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[30] Though this question seems silly, hence Jen's laughing, confused response, it was intentionally asked to elicit the answer that she offered, demonstrating the unconscious awareness that her behavior is what was causing her to designate herself as a "smoker".

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"It's ok that you don't know Jen, but if you did know what would it be?[31] *When you think about having a cigarette, what do you see in your mind?"*

"Well, I suppose I see my hand opening the pack and pulling one out" she answered.

"Excellent, excellent. Now are you seeing that in your mind now?" I asked.

"Yes, I am" she said.

"And do you want to smoke now?" I asked.

"Yeah" she said with a laugh, *"I'm actually kind of fiending for one now".*

"Do you want to smoke? It's ok if you do. You can smoke in here," I said.

Jen opened her eyes and looked at me, as confused as ever.

"Jen I don't want you to ***quit smoking until you've used your internal resources to figure out a solution to the urge."***[32] I said.

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[31] By telling her that it was ok that she didn't know, then asking her what the answer would be if she did know, I did not let her "off the hook" in terms of answering my question. She had to dig deeper to find me an answer and, like everyone else, never picked up or commented on the fact that I had asked the same question twice. Milton Erickson used this technique extensively to get patients to use their resources to come up with the answer.

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Jen was again confused, but was “all ears” at this point.

“Willpower is shit Jen” I said, *“If you rely on willpower to break a twenty year old habit, you’re not going to be successful”.*

“So how do I do it then?” she asked.

*“That brings me to my next question. If you were not a smoker, how would you **see yourself**? Close your eyes again and tell me how you **see yourself** when you’re not a smoker.”*[33]

“Well, I’m confident. I look great, I don’t smell like cigarettes…”

“Positive phrasing Jen” I interrupted, *“tell me what you do want, not what you don’t want”.*

“Ok, well I look great, I’m dressed nice, I smell like perfume, my clothes smell like my awesome laundry detergent, I just look… successful”.

“Excellent Jen” I said*, “You’re doing great”.*

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[32] Here I used an embedded command, “quit smoking”, and vague language to presuppose that she would “use her internal resources to find a solution”. This broke her pattern of wanting a cigarette, and turned her attention inward, in search of the meaning of what I said. This is Ericksonian Hypnosis at work.

[33] By using the phrase “see yourself” twice in my instructions, I had commanded Jen to dissociate in her representation and observe herself from third position, a more beneficial perspective for this exercise.

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“I am?” she asked, a smile growing on her face.

“Yep, you’re doing great. Now we’re ready to make some change”.

Jen sat up straighter in her seat, excited at this point, and in higher spirits as a result of my arbitrary compliment on her performance in creating a representation of herself as a non smoker.

“Ok Jen, I want you to bring up that image of you reaching in your pack for a cigarette. Make it big and bright, right in front of you. Really see it as if it is real.”

“Ok, got it” she said, as I noticed her foot begin to tap.

“Now you’re going to take that image of you looking successful as a non smoker, and put that in the bottom right corner of the image in a little frame, like an old picture-in-picture TV. Make it dim, much dimmer than the big image. Tell me when you’re there”.

“Got it,” she said again.

“Now when I say ‘WOOSH’, I want you to reach out with your hand, take the small picture of you as a successful, non smoker, and pull it up to the front, nice and big, really fast, make it big and bright, make it take up the whole screen, are you ready?”

“I’m ready,” she said.

“WOOSH!” I yelled.

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Jen reached up with her hand and made the motion of moving the image front and center.

“Did it!” she said excitedly.

“Excellent Jen, now we’re going to do it again.”

Over the next few minutes, I had Jen run through this process roughly twenty times, picking up the pace, and jacking up the intensity in my voice. After about the twentieth time through, I told Jen to open her eyes and tell me how she was feeling right now.

“I feel great, it’s weird,” she said.

“It’s not weird Jen, you’re supposed to feel great all the time”.

She laughed and I changed the subject by asking her a question about the location of the new salon that she was trying to get hired by.

After a few minutes of conversation, I told Jen that we were done for the day. I told her that whenever she thought about smoking, to run through that process as many times as she needed until the urge was gone.

Jen was in a great state, but seemed a bit skeptical that the method would work since she had “tried to quit” using so many other approaches. To her credit, she handed me her pack of smokes and told me that she would test it out on her drive home, since driving was an activity that she heavily anchored to smoking.

Not surprisingly I received a text message from Jen at around 11 am the following day. It read:

“Haven’t had a single cigarette since I left you yesterday!”

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I responded that I wasn't surprised seeing as how she was now a successful, non-smoker. She wrote back the obligatory,

"LOL".

Roughly two weeks later I met with her again. I knew that she had not smoked in that period, but I wanted to check in and see how everything was going. Her and I met for lunch at a sandwich shop close to her salon. As soon as we sat down she began excitedly telling me about her last two weeks.

"So I did what you said, I did the WOOSH thing over and over. I practiced it every time I thought I wanted a smoke, and each time I would lose the urge. Then I went to my sister's house a few days after you and I met, she's a big smoker. We were sitting on her front porch and she offered me a cigarette. Without thinking, I took it and held it. As soon as I realized what I was doing, I handed it back to her and told her that I had to run in and use her bathroom. While I was in there I did the WOOSH thing about ten more times.

When I came out she didn't offer it to me again, and I didn't ask. All I could focus on was how much her house smelled like smoke. I guess I'm not used to it now. Also, I love my sister, but I couldn't help but think that she looked 'trashy' with that thing bouncing up and down in her lips as she talked to me. I can't believe I presented myself like that to everyone for so long".

"So what does it feel like to be a non smoker?" I asked.

"It feels amazing" I just wish I had met you a lot sooner."

"Well the important thing is that you solved your problem. I'm proud of you."

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We finished up lunch and headed back to our respective work. Jen checked in with me periodically after that. She did end up getting the job at the other salon, and was ecstatic about the change in environment and income. She talked to anyone and everyone who would listen about her “magic coach”, JP, who could solve their problems in an hour. For that I was never mad at her.

Swish Pattern “Magic”

You can use the same tool that I used with Jen to rid yourself of virtually any unwanted habit. Richard Bandler and John Grinder, co-creators of Neuro Linguistic Programming, developed the “swish pattern” in the 1970’s. The method was synthesized from the work of Hypnotist, Milton Erickson. The swish remains one of my most often used tools when assisting someone in eliminating a negative pattern of action.

To use the swish pattern, simply follow the steps detailed below.

Step One

Consider what occurs internally, or how you represent the “urge” to engage in the habit. For Jen this was represented visually by an image of her reaching into her cigarette pack.

Step Two

Determine what the preferred outcome would be when you experience that particular “trigger”. Jen, when asked how she would imagine herself if she were a non-smoker, described a third position view of her looking, smelling, and acting successful.

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Step Three

Close your eyes and imagine the experience that “triggers” your action. Make the image big and bright. If there is sound associated with it, ensure that the volume is high, and the sound quality is clear.

Step Four

Create an image of the preferred action or state. Put it inside of a small frame in the bottom corner of the larger image. Make sure that the smaller image is dim, and has no sound. Think of this like the picture-in-picture tv’s that were all the rage several years ago.

Step Five

“Reaching out” into your image with your hand, rapidly drag the smaller image up to eclipse the first image, and take its place in the forefront of your mental movie screen. As the image of you performing the desired action, or experiencing the desired state takes over the frame, make sure that it becomes extremely bright, has clear sound (if applicable), and elicits the sense of accomplishment or positivity that you associated with it in selecting it as the replacement pattern.

Step Six

Repeat this process twenty times. Increase the speed with which you replace the first image after bringing it up in your mind. Make it so that you are barely allowing the first image to be seen before you come in with a “woosh” and replace it with the second image.

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Step Seven

Test the effect by breaking state, thinking about something else or moving around a bit, and then trying to bring up the original image. You should find that your brain has now been programmed to handle the thought of the "trigger" by immediately replacing it with your desired image. Imagine how easy it was for Jen to not smoke when every time she thought of having a cigarette her brain replaced the thought with an image of her as a successful, non-smoker.

In Jen's case she found herself with a cigarette in her hand a few days after initially doing the swish. She immediately knocked out a few more repetitions to reinforce the pattern. The absolute best time to reinforce a swish is if you find yourself doing, or about to do, whatever the unwanted behavior is. Remember that you will often be reprogramming something that has been deeply ingrained for a long period of time. Keeping that in mind will allow you to understand that repetition is required to completely "re-wire" your brain to complete the swish on its own when faced with that particular thought.

Try the swish with an unwanted habit or nagging thought today. You will be amazed at how simple and effective this, decades old, emotional mastery tool is.

NOTE: This technique can also be used to train your brain to replace one state with another. Remember Major Ken who had success modeling his childhood best friend's father in order to be a better father himself? He used this technique very successfully as well to change undesirable patterns that he demonstrated after the fact. As an example, overall he became much more like his idol by modeling him day to day, but occasionally would find himself reacting in a manner that he was unhappy with (getting angry if there was an accident or something was broken). He used a swish pattern to condition his brain to replace one dissociated image (of him overreacting), to another (of him calmly and effectively managing the "chaotic" event). Experiment with this as well.

Remember, he or she with the most options for successfully producing his or her outcome has the most power.

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Chapter Twenty-Four
Building Your Blueprint

The past several chapters have detailed the components of a proper "blueprint" for your personal success. This chapter will recap the information covered in those entries, and will provide clear instructions on assembling your personal blueprint.

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Creating your own Personal Blueprint

Now that we've discussed each of the three major components of the blueprint formula, it is time for you to put this holistic plan into action.

Let's recap what you will need to do in order to make this happen and begin making progress towards creating your ideal life.

Step One:

- Identify your standards for each of the five major life headings.
- Ensure that you are using the well-formed outcome criteria in creating these each standard.
- Assign images to represent each standard and create your manifestation map.
- Write your own personal "Day in the Life", and build your habit of reading it daily, associating into the story.
- Complete all steps of your manifestation map exercises daily; direct association with each image, third position experience for each, and direct association with the map itself.
- Ensure that the language you use in communicating your standards to yourself and others is positively phrased at all times.

Step Two:

- Determine what limiting beliefs you possess regarding the attainment of each of your standards.
- Challenge and eliminate limiting beliefs by determining the positive opposite and adopting that belief, or working to create new reference experiences.
- Test your new beliefs using the belief loop. Ensure that they represent a path to your standard.
- Be vigilant in noticing any new limiting beliefs should they arise. Pay close attention to the language that you use, particularly regarding your ability to

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accomplish something, or what resources you would need in order to do so.
- Ensure that you are not using “If X, then Y” language.

Step Three:

- “Chunk Down” your standards into smaller outcomes that can be accomplished in a periods of seven and thirty days.
- Determine what actions are necessary in order to accomplish your seven-day and thirty-day outcomes.
- Identify what new habits you could create to eliminate any limiting beliefs of identity, hijacking the loop.
- Use your habit building process to install these habits, remembering to limit new habit creation to two at a time maximum, per heading.
- Create a one percent action plan for each standard. Complete your one percent action, at minimum, each and every day.
- Identify any existing habits or patterns of action that are not serving you. Use the swish pattern to eliminate them, remembering to focus on creating a positive alternative instead of simply trying to distance yourself from the old pattern.

Step Four:

- Revisit your standards each month. Notice if you have started “too small”, and make any necessary adjustments or additions.
- Adjust your manifestation map accordingly with any and all changes to your standards.
- Periodically (every 4-6 weeks) create an “I suck” list, a collection of those tasks or skills that you think you are “no good at”. Identify whether each of these represents a legitimate improbability (I’m 4’11” and I suck at dunking a basketball), or a limiting belief (I suck at keeping up with my email now that my business has grown). As you progress, you will notice new things that “suck” about you.
- Take action to eradicate any limiting beliefs that are identified in your periodic, “I suck” exercises.

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- Continually build new habits that move you closer to your outcomes. Allow each to be fully installed (21 days minimum) before beginning to build the next.

That's it.

Take these steps today, begin producing the outcomes that you truly desire, and remember to celebrate your victories, no matter how small, every step of the way.

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Chapter Twenty-Five
Conclusion

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First off I would like to commend you for being the type of person who seeks to enhance your quality of life through learning about the fundamentals of personal success. This book has provided you with many tools and strategies that you can now use to design your life in the way that you see fit.

You've learned much about how your state affects the quality of your experiences, and influences your behavior. You've discovered the wealth of tools available to you to that you can use to manipulate your state, freeing yourself from the type of "leaf in the wind", aimless, reactive existence that most people sadly live out.

You've learned the value of creating for yourself powerful standards, which you now know how to install and reinforce to provide the type of laser-like focus necessary to produce the outcomes that you truly desire. You are aware of the role that your RAS plays in "revealing" to you the data and opportunities that will assist you in your journey.

You've learned how to identify any and all limiting beliefs that you are in possession of. These leech-like mind viruses have not served you in the past, and will continue to sabotage your efforts towards personal success unless you take the appropriate actions to eradicate them. You've learned how to replace limiting beliefs with empowering beliefs, and the ramifications of doing so.

You've also learned many strategies for creating a solid, yet flexible action plan to accomplish your objectives. You understand how to "chunk down" your bigger picture outcomes into smaller ones that you can take consistent action towards producing starting now. In doing so, you've learned the "secret" to never-ending progress in your life, a bit of knowledge that will ensure that your time on this earth is both valuably invested, and immensely rewarding.

I wish you the best in your journey towards each of your standards. You truly represent an elite class of individual who refuses to settle for less than you desire and deserve. It is now time for you to lead by example and get to work creating the life of your dreams, and living each day of it passionately, and with the knowledge that it truly is a gift that is not to be squandered.

I have absolute faith that you can and will create for yourself an existence that is rich and fulfilling, and that your success will inspire others to do the same. I truly hope to meet you one day, and learn of the progress that you've made, and all of the wonderful accomplishments that you have to your credit.

Until we meet again, keep up your excellent work, and truly live your life as the "Beast" that you are.

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About the Author

Johnny Pain is a Life Strategist from the Philadelphia, Pennsylvania area. He has been called the *"Tattooed Tony Robbins"* by some, or the *"Hooligan Hypnotist"*. Those who work with, or are affected by Johnny however, refer to him as their "secret weapon".

"JP" as friends and clients commonly call him, works with individuals and groups from all around the world, helping others overcome personal challenges, and create more abundant, fulfilling lives. JP has personally coached clients on five different continents, from down and out heroin addicts, to decamillionaire entrepreneurs.

JP is a lifelong student of applied psychology, Neuro Linguistic Programming, Ericksonian hypnosis, and personal development. He has also authored over a dozen books, is a dyed-in-the-wool entrepreneur, an owner of multiple businesses, a combat veteran, and a father of three.

You can stay up to date on new JP information, products, events, and podcasts by bookmarking his website:

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